AUGUST 16, 1948 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

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AUG 16 1948
DETROIT

why should advertisers give a hoot about Barbara Welles' new hat?

IF YOU MAKE anything that women buy, please check the ad inside this issue of Broadcasting. It tells about the star of "The Barbara Welles Show" on WOR . . . and her new Sally Victor hat. It typifies the woman-wise kind of programming that Miss Welles does.

All of WOR's women stars keep on top of the glamour news for their listeners. In doing so, they create an atmosphere of commercial provocativeness that sells and sells and sells. Any advertiser or his agent who is now planning a fall campaign, should look into WOR's fast-selling lineup of women's shows. And the costs are breathtakingly low.

—heard by the most people where the most people are

WOR

mutual

please turn to pages 40 and 41

IN THIS ISSUE: THE LOS ANGELES RADIO MARKET

"We had customers ask for brands they hear about on WLS"

. . . Howard Clodfelter

Appliance and implement dealer

Monticello, Illinois

Howard Clodfelter is probably the busiest merchant in Monticello, Illinois (pop. 2,523), 160 miles south of Chicago.

Starting with the Dodge-Plymouth dealership in 1940, he later turned his place into a war factory, really began expanding in retail lines in 1940 when he took on a full stock of electrical appliances—all nationally advertised brands. Somewhere along the way he added the Allis-Chalmers farm equipment line. The store, called simply "Howard's," is also outlet for Youngstown kitchens . . . includes, too, a complete cabinet-making shop for custom built work. In nearby Cisco, another Howard's store carries similar lines, except that farm equipment is International Harvester.

Clodfelter himself is a national advertiser. He has a manufacturing business in Monticello which makes children's furniture—extensively advertised in the better women's magazines. He spends several hundred dollars monthly on his own radio program over a nearby local station. He's also on the board of directors and chairman of the retail sales division of the Chamber of Commerce—and runs a 600-acre farm!

Several times customers have specified brands they heard about on WLS . . . Philco on "Breakfast Club," for example. Merchants throughout Piatt county, where Monticello is located, must also feel the impact of WLS advertising—for WLS is the leading station in the county, according to BMB (87% days, 85% nights). Last year, the 3,610 radio homes of Piatt county sent us 2,900 letters, *80% response!*

This one county, selected from 567 counties in the WLS daytime BMB area, is alone a big market. It is 82% rural, has a buying income of 11½ million dollars, annual retail sales of seven million—about two million dollars in food sales alone.

Consider these market figures—and the fact they apply to only 3,610 out of more than 5 million families in the WLS area! And of these 5 million, *more than half* actually listen to WLS! It shows they like WLS programming—the entertainment, service and information we have been giving them for almost 25 years. For more details—for proof of advertising results—ask any John Blair man.

WLS

The PRAIRIE FARMER STATION

CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

Memo

TO TIME BUYERS
AND ALERT ADVERTISERS

Don't fail to consider WWVA in Wheeling, West Virginia, with 50,000 Watts, covering an area of more than eight million people in Eastern Ohio, Western Pennsylvania, West Virginia and Virginia -- where industrial and mining payrolls are the nation's largest -- and where the retail sales total four and one-half billion dollars annually. Best of all you can reach this great area with this one station, one cost, one billing. For more details, write or call WWVA, or --

The Edward Petry Co.

A FORT INDUSTRY STATION

WWVA

50,000 WATTS · · CBS · · WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

IT'S certain FCC will be asked to make concessions on its proposed anti-lottery rules whenever programs aid *bona fide* charity organizations. It's almost equally certain, according to present thinking, that FCC will refuse; during war, it's noted, Commission made no exception even for war bonds, if lottery-law violation was apparent. Estimates of funds raised for charities via giveaway shows run into several millions.

PRESIDENT TRUMAN will name R. Henry Norweb, career diplomat, radio "ham" and former Ambassador to Cuba, as chairman of American delegation to High Frequency Broadcasting Conference at Mexico City. He headed American delegation to original "Havana Treaty" Conference of 1937, which spawned first NARBA for allocation of AM broadcast channels. Sessions start Sept. 13; five power deliberations Oct. 1 and full 78 national conference Oct. 27.

U. S. BROADCASTERS fear upcoming 78-nation Mexico City Conference may bode trouble. Russia is pressing proposal that allocations be based on education need, area, language diversity, and related factors. She also wants HF domestically. Even if Russia loses, she is expected to throw her bloc behind French proposal to grant commercial broadcasters last priorities on frequencies, aimed directly at our private system.

LIKELY appointee to new post of advisor on international policy to NAB President Justin Miller is Forney Rankin, associate chief of State Dept. International Broadcasting Division. Former top-flight radio writer and producer, Mr. Rankin held executive status in Nelson Rockefeller's wartime propaganda agency and was chairman of U. S. delegation to International Frequency Conference in Geneva several months ago. Report is Mr. Rankin will assume NAB post about Oct. 1.

PHILIP MORRIS is currently negotiating through its agency, Cecil & Presbrey, New York, with MBS for show to replace *Heart's Desire*, heard on Mutual Monday through Friday, 11:45 a.m.-12 noon. Client said to be dissatisfied with rating.

EDWIN R. BORROFF, who left ABC as vice president in charge of Central Division two months ago, will announce within next week his association with Chicago station representative business.

THERE'S some high-level thinking within FCC that its Sept. 20 hearing on opening of 475-890 mc television band should be postponed to permit compilation of more data. But postponement, if it comes, probably won't go beyond first of year. Alternative would be to start as planned and recess.

DEAL BETWEEN Kudner Agency, repre-

(Continued on page 94)

Upcoming

Aug. 16-17: NAB Districts 10-12, Muehlebach Hotel, Kansas City.

Aug. 16-17: Missouri Broadcasters Assn., first annual meeting, Muehlebach Hotel, Kansas City.

Aug. 19: NAB By-Laws Committee, Cavalier Hotel, Virginia Beach, Va.

Aug. 19-20: NAB District 11, Radisson Hotel, Minneapolis.

(Other Upcomings on page 36)

Bulletins

ASSN. of American Railroads late Friday signed contract with ABC for Monday, 8-8:45 p.m. evening time to present their musical comedy show. Benton & Bowles, N. Y., is agency.

DEMOCRATIC National Committee's contract for 1948 political campaign has been transferred from Biow Co. to Warwick & Legler. Sen. J. Howard McGrath, Committee chairman, announced Friday. Agency, with New York and Hollywood offices, will handle placing of radio and television programs. Sam Youngheart, agency executive vice president, will direct operation with assistance of Lester Malitz, vice president in charge of media, and Donald Gibbs, in charge of creative activities.

WARL Arlington, Va., given till Sept. 10 to file exceptions to FCC examiner's report which held station's former *Dollars for Answers* program was violation of lottery law [BROADCASTING, Aug. 9]. Deadline formerly was Aug. 25.

VIDEO affiliation contract between NBC and WBAL-TV Baltimore announced by network Friday. Station, owned by Hearst Radio Inc., went on air March 11.

PHILCO, 'MONITOR' RENEW ON ABC; KRANK ADDED

ABC announced two 52-week renewals on network and one new full-year order covering Pacific Coast stations.

Philco Corp., effective Aug. 30, renews *Breakfast Club*, weekdays, 9:45-10 a.m., through Hutchins Adv., Philadelphia. *The Christian Science Monitor Views the News* renewed by *Christian Science Monitor*, effective Aug. 31. Program moves from 8:15 p.m. Tuesday to 9:30 p.m. same night effective Sept. 14. H. B. Humphrey Co., New York, is agency.

Consolidated Royal Chemical Co. (Krank Shave Kreem) begins sponsorship of *Bob Elson on the Century* over 21 ABC stations Sept. 13. Contract for 52 weeks, placed through Arthur Meyerhoff Co., calls for five programs per week, 7:30-7:45 a.m.

Business Briefly

LUDEN'S RENEWS ● Luden's Inc. (Fift Avenue candy bar and other products) re sumes sponsorship Sunday, Aug. 29, of CB quiz series *Strike It Rich*. Concurrent wit five weeks hiatus which began July 4, serie moved from 10:30-11 p.m. to 9:30-10 p.m. which it will retain until after Oct. 3. Agency J. M. Mathes Inc., N. Y.

CEREAL SHOW ● Cream of Wheat Corp. Minneapolis, has renewed *Let's Pretend*, Satu day, 11:05-11:30 a.m. on CBS, for 52 week effective Sept. 18. Agency, BBDO, Minn apolis.

BIG FM TIMEBUY ● Independent Grocer Assn., Chicago, purchased 9 a.m.-6 p.m. s days weekly on WEAW (FM), Evanston, Ill effective Oct. 1, with commercials to be d rected especially to food shoppers on mo than 400 FM sets placed in IGA stores throug out Chicago area by Store Broadcasting In As IGA contract goes into effect, WEAW's a time will increase to 7 a.m.-midnight seve days weekly.

TV TIME-SHARING PROPOSAL ADVANCED

TELEVISION time-sharing agreement, sa to be first of its kind filed with FCC, was su mitted Friday by two Allentown-Easton (Pa. applicants, who propose to use same chann but operate on alternate days.

Proposal was filed by Easton Publishin Co. (*Easton Express*) and Lehigh Valle Broadcasting Co. (associated in ownersh with *Allentown Call-Chronicle*), two of fi applicants for only channel (No. 8) allocate for that area. Two companies would have se arate stations. Lehigh would broadcast fir day of operation, Easton Publishing Co. wou operate second, and thereafter they wou alternate. Both would apply for fulltime " and when additional channels" become ava able.

Companies asked FCC permission to amen their respective applications to reflect tim sharing plan. Previously they'd requested th issues on forthcoming hearing be enlarged include question of whether grant to the on time-sharing basis would be desirable, b this request was denied without prejudice their approaching question via petition amend their applications. Hearing on all fi Allentown - Easton - Bethlehem applicatio slated to start Sept. 13.

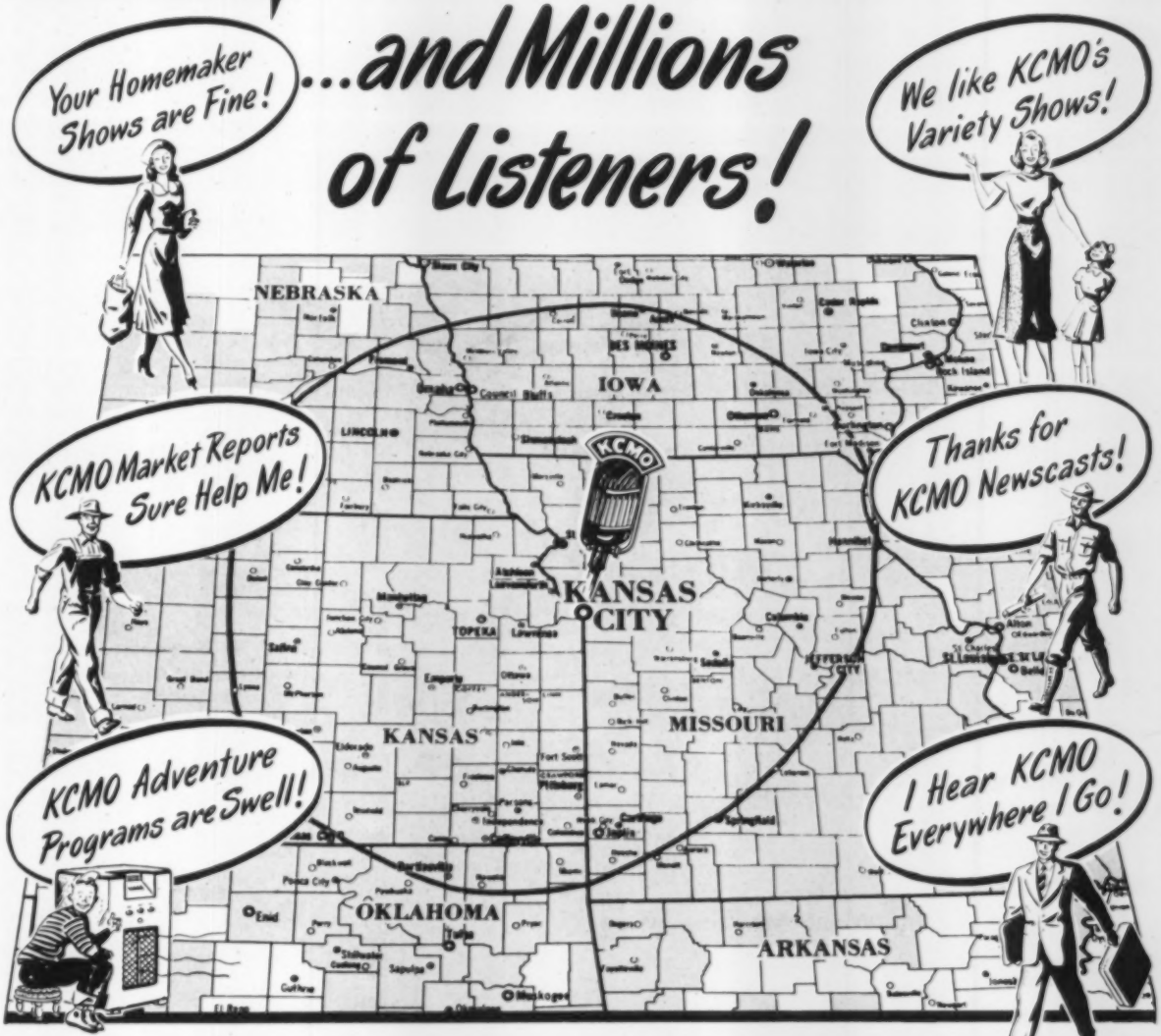
NAB VIDEO BOARD

THREE-MAN NAB board committee on te vision elected late Friday at District 9 Chica meeting. Group includes Walter Damm, WTM Milwaukee, chairman; Clair McCollough WGAL Lancaster, Pa., and A. D. (Jess) W lard Jr., NAB executive vice president. NA group slated to meet with similar TBA co mittee soon after latter organization, sche uled to meet this week in New York, mak appointments.

One Does It in Mid-America!

ONE STATION • ONE SET OF CALL LETTERS
ONE SPOT ON THE DIAL • ONE RATE CARD

...and Millions of Listeners!



Response from listeners throughout 6-state Mid-America area indicates audience approval of KCMO's diversified programming. Mail response—(shaded area on map)—has come from 415 counties in 6 states, plus 22 other states not shown above!

Inside the measured ½ millivolt* 213-county area are over 5 million people . . . 54% rural, 46% urban. With KCMO's 50,000 watts daytime *non-directional*, you're sure of reaching the entire Mid-America market.

For ONE STATION coverage of Mid-America, center your selling on KCMO.

*50,000 Watts Daytime, Non-Directional

. . . . 10,000 Watts Night—at 810 Kc.

National Representative: John E. Pearson Co.

KCMO

. . . and KCFM—94.9 megacycles
KANSAS CITY, MISSOURI
Basic ABC Station for Mid-America

BUILDER OF CHAMPIONS*

A championship business is known as a profitable, successful business.

That's why WHHM feels it is a great business builder of championship calibre results. Results pay off at the cash register and that's where WHHM advertisers see the answer.

MORE LISTENERS
PER DOLLAR
IN MEMPHIS

Who Could Want Anything More!

Member of Association of Independent Metropolitan Stations

WHHM

Independent—but not aloof
MEMPHIS, TENNESSEE

PATT McDONALD, manager

FORJOE & CO., representatives

*Studebaker Paved the Way on This.

BROADCASTING
TELECASTING

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First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones
Each issue: Video, AM and FM Parades, FCC Box Score

At Washington Headquarters

SOL TAISHOFF
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NEW YORK BUREAU
250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell, Stella Volpi.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

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HOLLYWOOD BUREAU
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David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes.

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• Reg. U. S. Pat. Office

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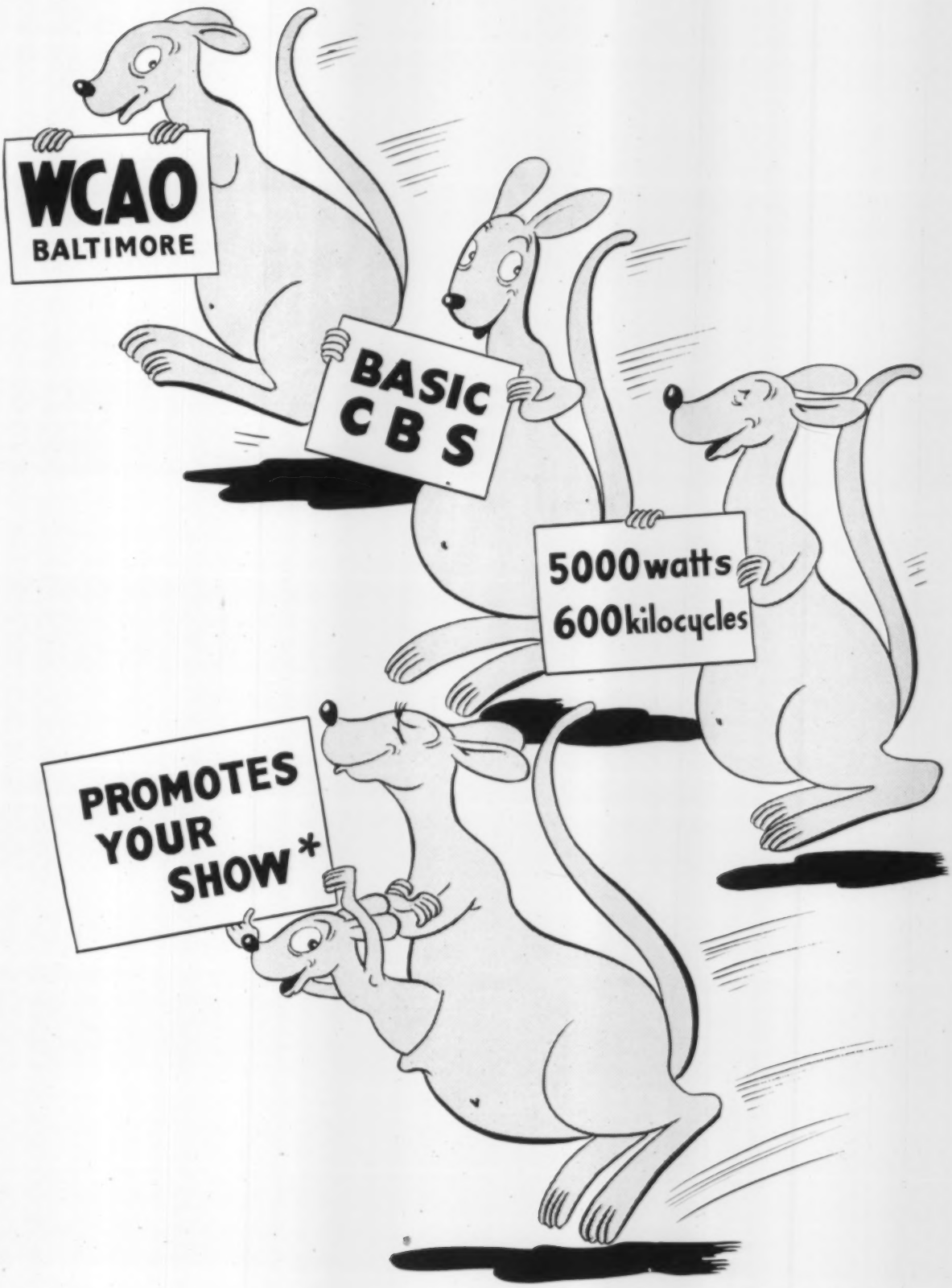


*Just ask your
Raymer representative

5000 WATTS-DAY & NIGHT

Sells

● Consistently

● Profitably

Represented by
ROBERT
MEEKER
ASSOCIATES
NEW YORK • CHICAGO
SAN FRANCISCO • LOS ANGELES

A STEINMAN STATION

Feature of the Week

PRACTICAL experience in radio communications will be gained during the next six months at stations of the United Broadcasting Co. by Sachindra Mohan Sen of India. He will make his headquarters at WHK Cleveland, the station reports, but will travel to WHKK Akron and WHKC Columbus to visit and study these other stations of the company.

Mr. Sen, who was sent to this country by the Indian government to acquire more knowledge and experience in preparation for a position with the Indian Government Radio, received his B. S. degree in physics from the U. of Dacca (India) in 1941. In 1942 he received his Masters from the same institution and in 1945 earned a diploma in electrical engineering from the Indian Institute of Science. Practical experience has been gained by Mr. Sen at several organizations in India including Indian Radio and Cable Communications in Bombay.

Mr. Sen will work with Carl Smith, vice president in charge of engineering for United Broadcasting.

Shown in the master control room of WHK are (l to r) Mr. Smith, Mr. Sen and H. K. Carpenter, vice president of United Broadcasting.

* * *

On All Accounts

WHAT Macy's didn't tell Gimbel's could hardly be more guarded than what Pepsi will never communicate to Coca—Cola, that is. Yet Ernest Anderson, newly appointed account executive for the Biow Agency, New York, on the recently acquired Pepsi Cola account, once also held the hand and ear of the advertising principals on that rival soft drink firm. Nor is that a very surprising turn for the man who brought swing music to speaking terms with Carnegie Hall.

Ernie Anderson is the person who beat tradition to death as jazzman Fats Waller did the same to a piano in the marbled halls named for the philanthropic Scotsman. Yet music has been only the counterpoint in the career of Mr. Anderson. He began his business cycle as a newspaper man during his school years, working with his father who was then advertising director of the *Buffalo Evening News*.

After leaving Massachusetts Institute of Technology he traveled to Europe as Paris representative of the *Chicago Tribune*. Three years later, Mr. Anderson returned to America as eastern editor of *Advertising Age*. He joined his first advertising firm, Richardson, Alley & Richards, in 1936 as assistant to the creative head of the agency, but he returned to the printed medium two years later as sales promotion manager for *True Story*.

Radio beckoned inevitably and Mr. Anderson answered the beck, joining CBS in the Detroit office as assistant sales manager. About a year later he returned to New York with the Blue network (now ABC) to work in sales promotion. While with Blue he and G. T. C. Fry, now ABC eastern sales manager, set up the presentation for the D'Arcy agency of the *Spotlight Bands* program. When the package went on the air for Coca-Cola, Mr. Anderson was included as one of its less expendable contents, and eventually was named assistant to Alfred Steele, then vice president of D'Arcy. He remained with the firm for two years before joining the music publishing firm of G. Schirmer Inc., New York, as advertising manager.

ERNIE

He tarried with the publisher until June 28, 1948, when he was recalled to the agency field and his present post as account executive for Pepsi Cola, in which capacity he is in charge of an intensive spot campaign with an overall budget said to amount to approximately five million dollars annually.

In his extra-agency function as musical impressario, Mr. Anderson has since followed his Fats Waller concert with similar Carnegie presentations of Billie Holi-

(*Continued on page 84*)

WMBD
dominates
PEORIAREA

20,000 WATT
FM BROADCASTING

WMBD advertisers can now reach more homes with FM sets in rich, prosperous Peoriarea than ever before. WMBD now gives the EXTRA coverage of full power full time FM . . . full duplication of all AM programming. A bonus to advertisers at no added cost and a **PLUS** service to the many thousands in Peoriarea with FM sets.

New Facilities

For AM and FM. New power . . . new transmitter . . . new location! Result: 20% more daytime AM coverage; 100% more nighttime coverage. To be announced soon.

Advertiser Bonuses

REMEMBER — WMBD in all cases gives network advertisers a bigger Hooper than the national ratings . . . gives a bigger share of the audience than all other Peoria stations combined.

AM WMBD FM
PEORIA
CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.

GET DOMINANT COVERAGE

OF RICH MIDWEST MARKETS WITH

kglo and WTAD

MASON CITY, IOWA — QUINCY, ILLINOIS

You can reach a greater number of potential buyers over Lee Stations' *kglo* and WTAD in their areas than over all other stations combined. With dominant coverage — both rural and urban — you get real sales push. And the Lee Station listeners have the buying power that comes from the richer part of the rich cornbelt. See the brief outline of facts showing the dominant coverage of *kglo* and WTAD. For complete details and availability write, wire or call Walter J. Rothschild, National Sales Manager, Lee Stations, Quincy, Illinois or call your WEED & COMPANY representative!

Here's proof of coverage!

kglo BRAND NEW CONLAN

Distribution of Listening Homes among Stations.

KGLO	58.8%
Station A	12.5%
Station B	7.6%
Station C	16.8%
Other	4.3%

WTAD DOODY SURVEY

For WTAD amazing coverage story as shown by 12 county Doody coincidental see Broadcasting ad Sept 20 . . . or write at once for a copy.

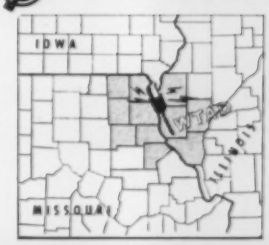
Lee STATIONS

kglo MASON CITY IOWA

1300 K.C., 5,000 Watts · CBS Affiliate

COVERAGE—29 rich counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota. Audience produces more corn, hogs, grain-fed cattle, oats, eggs, poultry, and cash farm income than any other area of equal dimensions in United States.

KGLO-FM • 101.1 MC
Channel 266 ERP 16,000 Watts



WTAD QUINCY ILLINOIS

930 K.C., 1,000 Watts · CBS Affiliate

COVERAGE—34 Mississippi Valley counties in Illinois, Missouri, and Iowa . . . almost equal division between urban and farm listeners. Cities include Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa—core of productive Illinois-Missouri-Iowa agricultural region.

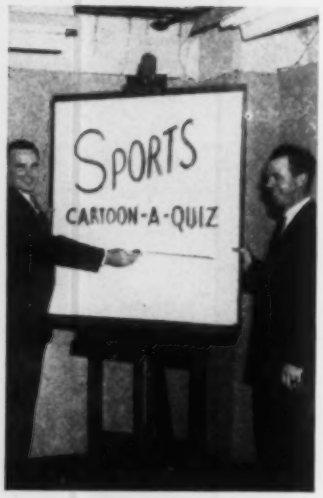
WTAD-FM • 99.5 MC
Channel 258 ERP 53,000 Watts

REPRESENTED BY WEED & COMPANY: NEW YORK • CHICAGO
DETROIT • BOSTON • ATLANTA • HOLLYWOOD • SAN FRANCISCO

ON THE WASHINGTON SCREEN

WMAL-TV TELEVISES THE IMPORTANT SPORTS EVENTS IN WASHINGTON. There is nothing like "Redskin fever" in Washington. And for this important sports must, WMAL-TV has the sportscaster who is a must—Harry Wismer, ably assisted by Jim Gibbons. Sponsored on AM and TV by The American Oil Company on a special Redskin Network.

← ALWAYS A TOP EVENT, boxing from Turner's Arena every Monday night during the indoor season provides thrills and excitement equal to that in any ring in the country. Jim Gibbons gives the blow-by-blow from Ringside—plus those commercials that hit the spot for good old Arrow Beer (Globe Brewing Co. of Baltimore).



↑ WMAL-TV HAS AN ARMLOCK ON THE TELEVISION AUDIENCE when wrestling from Turner's Arena goes on the air every Wednesday at nine. Jim Gibbons has just the right touch (see BILLBOARD, January 31)—it's a must for Mom, Pop, the kids, and most of the neighborhood. General Electric Supply Corp. likes it too—they pay for it. (See it on the ABC television network).

← JIM GIBBONS is featured in his own half-hour TV show, SPORTS-CARTOON-A-QUIZ, assisted by cartoonist Bill Willison. Sponsored by L. P. Steuart, Inc., DeSoto-Plymouth Sales & Service.

WMAL | **WMAL-TV** | WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

Agencies

JOHN H. SHELDON, with Geyer, Newell & Ganger Inc., New York since 1944, elected a vice president. He previously was account executive and copywriter with Ruthrauff & Ryan, Detroit, and before that with MacManus, John & Adams, in a similar capacity.

TED BYRON, television supervisor of N. W. Ayer & Son, Hollywood, resigns to serve as consultant on video film commercials with offices at 8917 Holly Place, Los Angeles. Telephone: Hudson 25801.

W. CLEMENS BENTLEY, vice president and account executive of Badger and Browning & Hersey Inc., New York, joins Morris F. Swaney Inc., New York, in similar capacity. **GLEN E. SHEARS**, former account executive and copy director at Hill-Blackett, named creative director for Swaney. He will direct firm's coast-to-coast creative writing operations from Chicago office. **GINI FLORIO** appointed to New York staff as radio writer, and **MELVIN LEWIS**, formerly with production staff of *Esquire* Magazine, named production manager in New York office.

TRELL YOCUM, a vice president and director of Champlain-Valley Broadcasting Co., Albany, N.Y., joins Fletcher D. Richards Inc., New York, as vice president and a member of plans board. He formerly was with Young & Rubicam and Compton Adv.

HAROLD WEISLOW acquires total interests of Columbian Adv., Los Angeles, with former partner **PAUL GRANNING**, joining Machinecraft Mfg. Co., that city, as sales manager. Agency name will be retained.

MILTON H. SCHWARTZ and **WILLIAM K. ZIEGFELD** named vice presidents of Foote, Cone & Belding, Chicago. Mr. Schwartz is director of radio copy and Mr. Ziegfeld heads printed copy for group of Chicago accounts.

BARNARD L. SACKETT Television Agency, Philadelphia, opens branch office at 254 West 54 St., New York City.

GENE FRANKE, former account executive with McCarty Co., Los Angeles,opens own offices as Advertising and Sales Consultants Agency at 2404 West 7th Street, Los Angeles. Telephone is DRexel 5231. Assisting Mr. Franke in charge of art and production is **GEORGE BURTT** formerly with Courtland-Ferguson, Washington. New agency's accounts include Western Stove Co., Culver City, Calif.; Arrowhead Brass Products, Alhambra, Calif.

CHARLES J. EASTMAN and **DON E. DeLONE**, account executives of Ralph Yambert Organization, Hollywood, named vice presidents. **ROBERT S. TIGERMAN**, former salesman for "Tarzana Times," Tarzana, Calif., joins agency as production manager.

VIRGINIA FLANNERY, formerly on copy staff of Stubbs and Montgomery Inc., joins copy staff of Earle Ludgin Co., Chicago.

HERBERT LORENTZEN, account executive for Needham & Grohmann, New York, joins Bermingham, Castleman & Pierce Inc., New York, as an account executive.

C. BURT OLIVER, general manager of Hollywood office of Foote, Cone & Belding, appointed Radio Industry Division chairman of Los Angeles area Community Chest drive for 1948-49. **S. S. SPENCER**, also of FC&B Hollywood, is vice chairman of drive.

C. W. McGIBBON, formerly of Associated Broadcasting Co. and Walter P. Downs Ltd., Montreal, appointed manager of Montreal office of J. J. Gibbons Ltd.

R. CARVEL HESTER, with Spencer Curtiss Inc., Indianapolis, also appointed president of Syndicate Adv., same city, promoting new copyrighted radio and TV program, *Lucky Bid Secret Auction*.

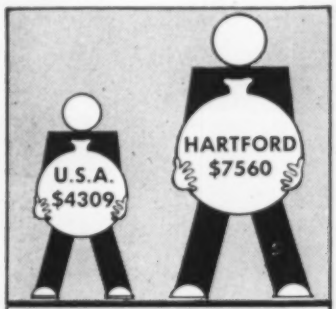
EVERS WHYTE, Los Angeles, moves to new offices at 3300 Temple St. New phone is Fairfax 2188.

ADOLPHE WENLAND & Assoc., with headquarters in Hollywood, opens offices in New York and San Francisco. New York offices located at 285 Madison Ave., telephone Oregon 9-3359. Offices in San Francisco

(Continued on page 47)

BONUS

Connect in Connecticut by Using WDRC

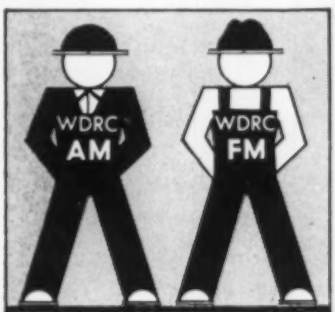


HARTFORD has $7,560 per family compared to the U.S.A.'s average $4,309.

GREATER BUYING POWER!

According to Sales Management's 1948 Survey of Buying Power, Hartford has the highest Effective Buying Income per family of any city over 100,000 population. Advertising moneys invested on WDRC in spot schedules will pay dividends for a long time to come.

BONUS — $3,251 EXTRA IN EFFECTIVE BUYING INCOME!



With AM and FM, WDRC covers dozens of cities and towns in Connecticut and Western Massachusetts.

GREATER CIRCULATION!

WDRC-FM broadcasts the full schedule of WDRC's programs, at no increase in cost to the advertiser. WDRC-FM, operating from atop Meriden Mountain, also gives the advertiser a large additional Primary Area of coverage throughout Southern New England.

BONUS — 50,000 FM SETS*

***Estimate from distributors' reports**

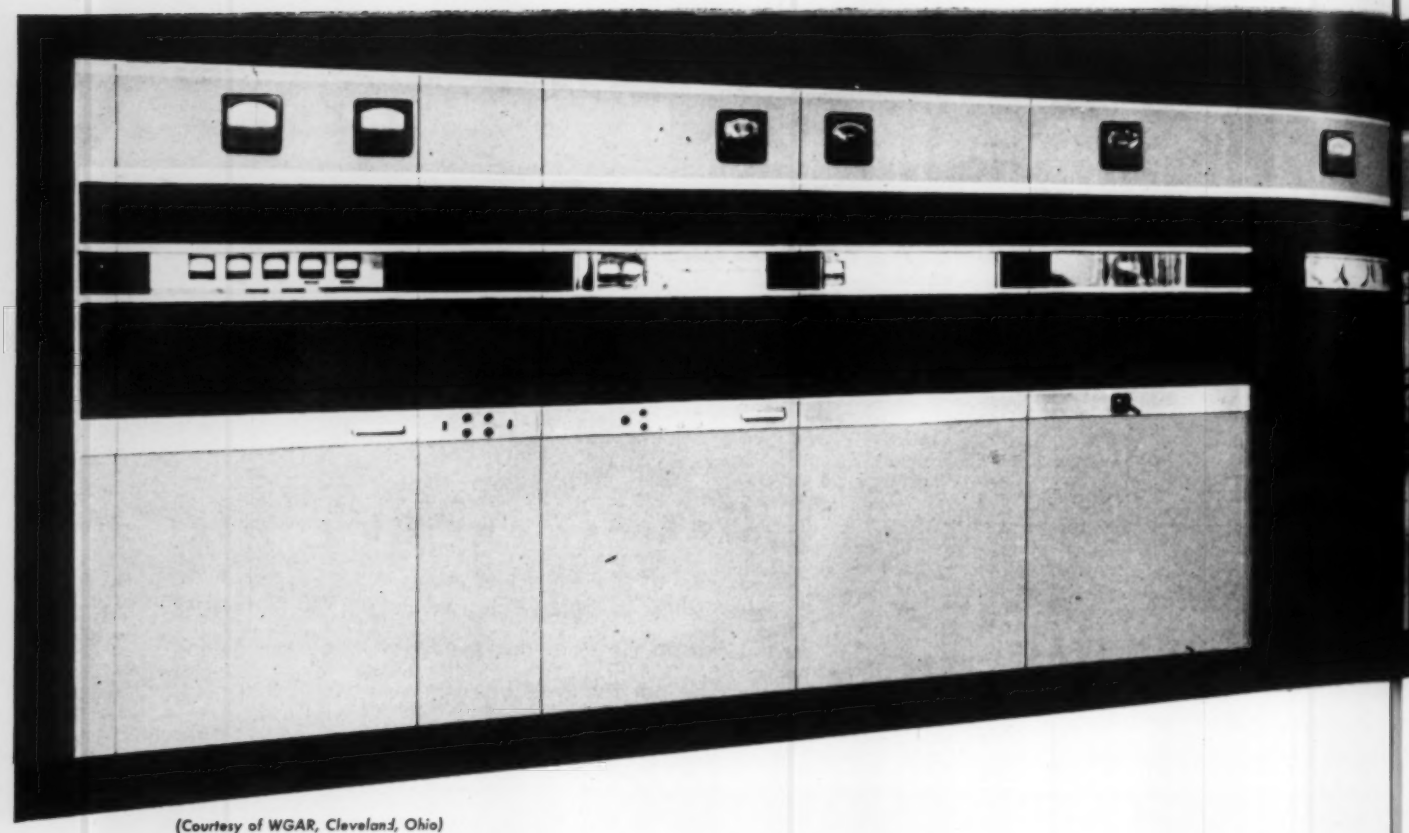
Connecticut's Pioneer Broadcaster

William F. Malo
Commercial Manager

Represented by Raymer

WDRC
HARTFORD 4 CONNECTICUT
AM • FM

CBS - 5000 Watts



(Courtesy of WGAR, Cleveland, Ohio)

Replace your old AM transmitter

with RCA's new 50 kw..

The revolutionary, new power tri
RCA-5671. This tube takes about
third the filament power of conventi
triodes used in the older transmitt
It reduces hum modulation below
requirements—*even without r-f feedb*

The two 5671's in the r-f power am
fier and the two in the class B modula
of this 50-kw transmitter save up
$1200 yearly in filament power alone.

The finest transmitter ever built . . . the RCA type BTA-50F1. It takes less than 100 kilowatts of power to run it. The supervisory control console is standard equipment!

Today more than 50 RCA "Fifties" have been shipped!

and write off its cost in power savings alone!

It's a fact—as one high-power broadcaster recently discovered to his complete satisfaction. Now, he has replaced his old transmitter with an RCA "fifty" *—and it's paying its way.*

HERE'S WHY.

Using revolutionary new RCA-5671 power triodes that take about one-third the filament power of conventional types, this RCA "fifty" saves up to $1.75 an hour in power savings over former transmitters—*$12,000 a year, based on daily operation at 19 hours a day!*

Many other new design features, too, that add to this $12,000 savings.

For example, only 29 tubes and 11 different tube types—less than half the number used in many present 50 kw's. True walk-in accessibility that assures faster maintenance —and lowers maintenance costs. Ultra-conservative operation of tubes and components—with less chance for outages.

Here is a 50-kw AM transmitter that does away entirely with oil circuit breakers—assures faster circuit protection. Because the BTA-50F1 operates from a 450-volt supply. Control and protection circuits are the most complete of any transmitter designed to date. And its true unified front (an integral part separate from compartment enclosures) facilitates flush-mounting—gives your transmitter room a new, handsome appearance.

Write for the new 28-page brochure about the BTA-50F1. It gives you complete details—including circuits, specifications, floor plans, and full-page pictures showing the remarkable accessibility of this great transmitter.

Dept. 19HC, RCA Engineering Products, Camden, New Jersey.

The One Equipment Source for Everything in BROADCASTING *—is RCA*

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Liked Sandage Article

EDITOR, BROADCASTING:

The article on Radio Advertising for Department Stores by C. H. Sandage in your Aug. 2 issue presents a fine set of principles for that topic.

Articles containing such needed basic fundamentals of radio advertising are contributing to the continued success of BROADCASTING. Let's have more of them.

Mortimer Spiller
Dir., Research & Sales Prom.
Emil Mogul Co., New York

* * *

Thanks From Shawmut

EDITOR, BROADCASTING:

We have noted with interest the article and the picture you published in BROADCASTING [Aug. 2] pertaining to our bank. We appreciate this a great deal . . .

We hope, that in the future, our steps in this field will continue to place us among the leaders in television and that you may find more of our efforts worth mentioning in your good publication.

William J. Hayes
Advertising Assistant
Nat'l. Shawmut Bank
Boston, Mass.

* * *

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

General Is Grateful

EDITOR, BROADCASTING:

During the past twenty-six months, in which I have been Commanding General of the Fifth Army with headquarters in Chicago, the broadcasting companies in the twelve states which comprise Fifth Army Area, have been very generous in making their facilities available to Army projects. In my opinion, this cooperation not only constituted a public service, but was a valuable contribution to national security.

Recently Department of the Army ordered me to Japan to take over command of the Eighth Army. Press of official business prevents me from writing a personal letter to each one of these stations. . . .

I would appreciate it if you could convey to the executives of these broadcasting stations, through your columns, an expression of my feelings.

Walton H. Walker
Lt. Gen., U. S. Army

WIBW
---"hay-baler" for Kansas Sales

Ever see a hay baler? It sweeps across the fields . . . picks up loose hay and delivers it in tightly bound bales, ready to be sold.

A hay baler serves the farmer as WIBW serves the advertiser. WIBW reaches across the rich fields of five states . . . gathers together half-formed purchasing plans of thousands of farm families . . . binds them together into one compact buying urge . . . easily sold by the nearest distributor.

WIBW *is the best dogoned "baler" of farm customers you can use in Kansas and adjoining states . . . and we can PROVE it with RESULTS.*

Serving the First Families of Agriculture

WIBW Topeka KANSAS WIBW-FM

CBS

BEN LUDY
Gen. Mgr.
WIBW-KCKN

Rep.: CAPPER PUBLICATIONS, Inc.

Proposes New Time Plan

EDITOR, BROADCASTING:

Now that the nation's networks are rounding out their second year of operating on a delayed basis for affiliates outside the Eastern Daylight Savings Time zone, it might be well to give serious consideration to the merits of the "delayed" plan.

While the transcribed network plan has one great advantage, it also has a large number of disadvantages. The one advantage is the fact that it isn't necessary to re-shuffle local program schedules twice each year. Listening habits are not disturbed, it's true.

The disadvantages are numerous. First, many listeners are able to hear the powerful Eastern clear-channel stations. Then, dialing around one hour later, the same program is again heard from a Standard Time outlet . . . Secondly, with the many news developments of the present, it is practically impossible to delay a newscast for one hour. . .

Too, millions of listeners of network quiz shows are actually being played for perfect fools. They gather beside the loudspeaker hoping for a telephone call, when the program has been off the air for a full hour! Maybe the FCC is taking this into consideration in investigating quiz shows.

It seems to me that Easterners could change their work hours by one hour, and accomplish the same result as the Daylight Savings Plan. In other words, during the summer months, start the work day one hour earlier—and end it the same way.

Edwin Mullinax
General Manager
WLAG LaGrange, Ga.

* * *

Improvement With Age

EDITOR, BROADCASTING:

I'm a cover-to-cover reader of BROADCASTING and I have been meaning to write you for some time relative to the many improvements in both typography and editorial content during these last several years. BROADCASTING continues to progress with the ever-moving broadcasting industry.

Ben Strouse
General Manager
WWDC Washington.

* * *

Standards Disregarded

EDITOR, BROADCASTING:

Perhaps some one can tell me how a local FM station such as WEAW is expected to get sponsors to limit their commercial time to the maximums suggested by the NAB Standards of Practice, when the Chicago network-owned 50 kilowatt stations show no regard whatsoever for the Standards.

At the present time a network-owned 50 kilowatt Chicago station is using six and a half minutes of commercial in one particular 15 minute program. This is a local

(Continued on page 60)

ONCE AGAIN WE ASK . . . WHY PAY
MORE TO REACH THE WORCESTER MARKET!

WHAT'S THE PERCENTAGE?

Independent WNEB costs you less than any one of 4 competing Network Stations. Yet look at these terrific WNEB ratings . . . made without "gimmicks" or "give-away" programs.

HOOPER STATION LISTENING INDEX

Worcester, Mass. — June - July, 1948

SHARE OF AUDIENCE

TIME	WNEB	Network Station A + FM	Network Station B	Network Station C	Network Station D
Weekday Morning Mon. thru Fri. 8:00 A.M.-12:00 Noon	24.9	36.2	26.2	7.0	4.1
Weekday Afternoon Mon. thru Fri. 12:00 Noon-6:00 P.M.	31.0	41.7	10.8	8.0	4.9
Evening Sun. thru Sat. 6:00 P.M.-10:00 P.M.	28.3	39.9	15.4	9.3	6.1
Sunday Afternoon 12:00 Noon-6:00 P.M.	58.3	16.2	7.3	7.3	5.3
Saturday Daytime 8:00 A.M.-6:00 P.M.	45.7	32.7	7.3	7.3	3.3
TOTAL RATED TIME PERIODS	31.9	37.9	14.4	8.2	5.1

Call in our representative today and get the whole story. Compare rates . . . compare ratings . . . see for yourself that WNEB gives you

MORE LISTENERS FOR YOUR RADIO DOLLAR

WNEB

WORCESTER SERVING NEW ENGLAND'S THIRD LARGEST CITY MASSACHUSETTS

Represented by: Adam J. Young Jr., Inc. and Kettell-Carter, Inc.

How to stay in the Red IN TELEVISION

Just ignore the need for *optioned time* during the *mid-evening* hours for the department store, the national advertiser and other important non-network clients.

No advertiser whether local or national will put a big budget show at a time where it can be moved.

And these advertisers cannot be ignored because it is from these advertisers that a television station will get full card rates—and not a small fraction of the rates.

The television stations must get together on this problem of National Spot optioned time and Local optioned time during the peak listening hours. Otherwise—and our figures prove this—you may always be in the red in television. Better find out about the Adam Young service by writing us today . . . and be sure of staying in the black!

Adam J. Young Jr.
INCORPORATED

11 WEST 42nd STREET • NEW YORK, N. Y.
RADIO & TELEVISION REPRESENTATIVES
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

New Business

ADMIRAL RADIO Corp., Los Angeles (radio, television sets), expanding in TV with 13-weeks sponsorship of *So This Is Hollywood*, one hour participation show weekly on KTLA Los Angeles. Admiral is also sponsoring quarter-hour film of Major Bowes amateurs for 13 weeks on KDYL-TV Salt Lake City, and planning live quarter-hour vaudeville show on KGO San Francisco, to start in October.

THE REAL JUICE Co., Dallas (Woosie's root beer), purchases Pepsi-Cola Bottling Co., Dallas, franchise holder in 21 Texas counties. Expanded advertising budgets, including radio, contemplated for both drinks. Agency to be appointed.

WETTLAUFER Mfg. Co., Detroit (product design and development), signs first television contract on WXYZ-TV Detroit, planning an October openinng. E. G. Wettlaufer, firm president, will telecast "something unique" along sportscasting lines. Firm makes no tangible goods and is believed to be first organization of its kind to buy TV.

MODGLIN Co. Inc., Los Angeles (brooms), through W. Earl Bothwell Adv., same city, today (Aug. 16) starts five weekly quarter-hour newscast on KFSD San Diego for four weeks as test campaign. Company plans radio expansion on West Coast depending on results of campaign.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., (Camel Cigarettes), signs with WBAP-TV Fort Worth, Tex., for TV newsreel. Others signing with station, which is to go on air about Sept. 29, are: **LEONARD'S**, Fort Worth departent store, to sponsor telecasts of high school football games Thurs., Fri. and Sat. nights; **W. C. STRIPLING Co.**, local department store, for full-length Alexander Korda movie Wed. nights.

SPORTS EXTRA, new weekly sports newspaper to begin Sept. 15, will use radio in large-scale promotional campaign.

PERM-ASEPTIC Corp. New York (dry-cleaning and laundry chemical), appoints W. B. Geissinger & Co., Los Angeles, to handle national and regional advertising.

INTERNATIONAL HARVESTER EXPORT Co. appoints McCann-Erickson as its agency to handle overseas advertising on all product lines. Transfer of account from J. Roland Kay Inc. becomes effective Oct. 31.

CHARLES E. HIRES Co. appoints N. W. Ayer & Son, New York and Philadelphia, as advertising counsel for all Hires promotion and advertising. Agency heretofore has handled radio activities for soft drink firm.

MARTIN R. KLITTEN Inc. currently running 13-week video spot campaign on KTSL Los Angeles. Campaign reportedly marks first time advertising agency has used television to advertise itself on Pacific Coast.

SYNDICATE MORTGAGE Co. and **GEORGE ALKINS Co.** (real estate), both Los Angeles, appoint Robert F. Dennis Inc., same city, to handle advertising. Both will use radio.

Network Accounts • • •

HELBROS WATCH Co., through William Weintraub Co., New York. Sept. 5 renews for 52 weeks *Quick as a Flash* on MBS, Sun., 5:30-6 p.m.

CARGILL FEEDS, Minneapolis, resumes *Nutrema Hi Flyers* Oct. 1 on seven stations of Texas State Network, Mon.-Wed.-Fri., 12:15-12:30 p.m. (CST). Stations: KFJZ Forth Worth, WRR Dallas, KBWD Brownwood, KRRV Sherman, KPLT Paris, KCMC Texarkana, KFRO Longview.

Adpeople • • •

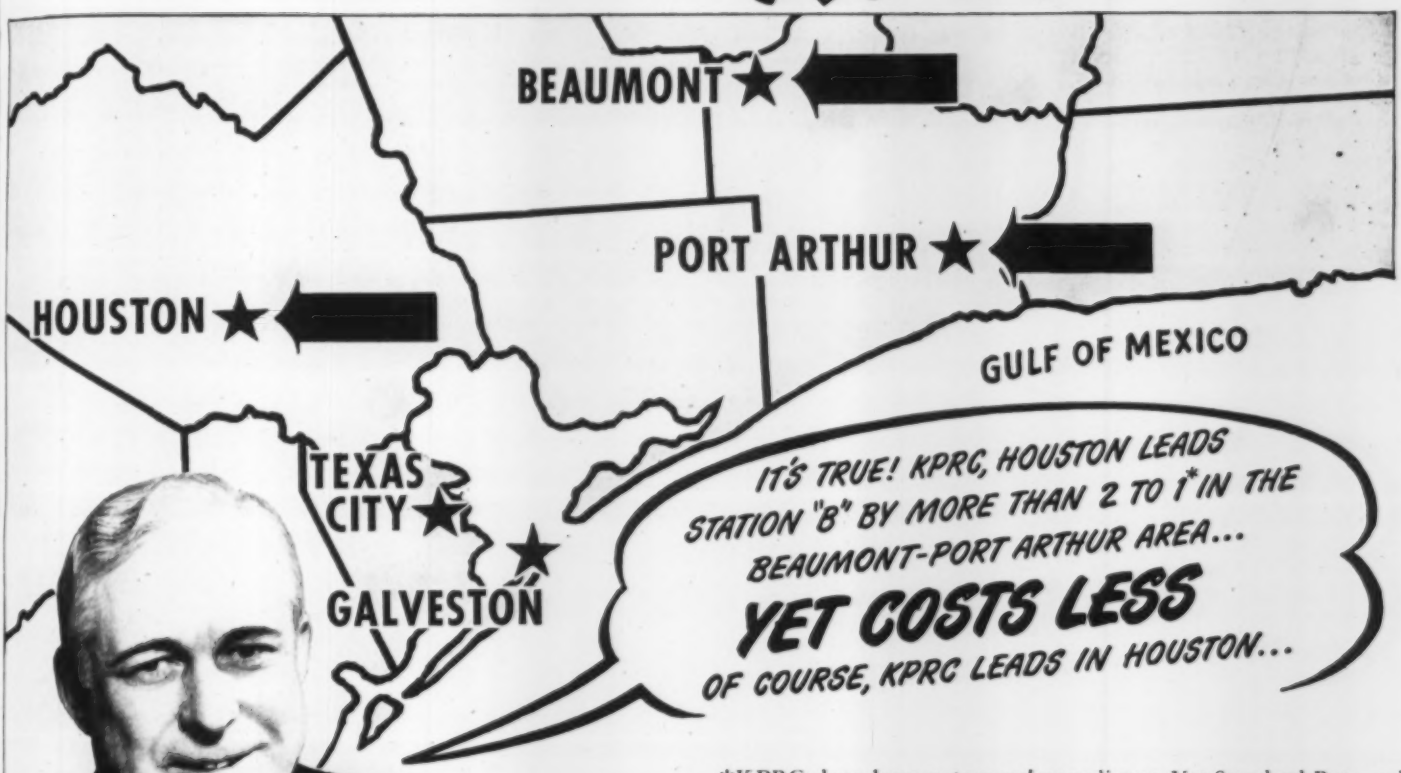
P. S. JOYCE, former West Central grocery products sales manager of grocery division of General Mills, Minneapolis, named vice president of GM Central Division, with offices in Chicago. **JACK BERNO**, ex-sales promotion manager of GM, promoted to supervisor of national account sales.

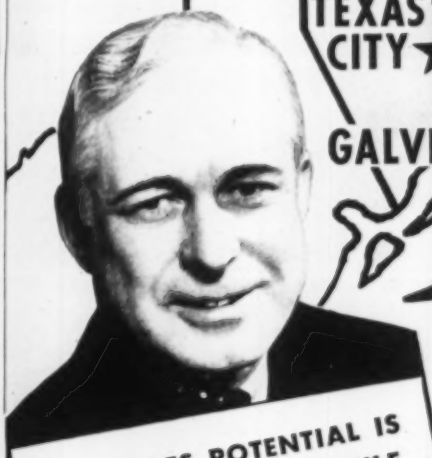
ROBERT F. ANTHONY, former promotion and advertising manager of WJBK Detroit, joins Lumber Fabricators Inc., Detroit, as advertising director.

Surprised?

IT ACTUALLY COSTS LESS MONEY TO BUY FAR MORE LISTENERS IN THIS RICH MARKET WHEN YOU PICK KPRC

an NBC affiliate


BEAUMONT
PORT ARTHUR
HOUSTON
GULF OF MEXICO
TEXAS CITY
GALVESTON
IT'S TRUE! KPRC, HOUSTON LEADS STATION "B" BY MORE THAN 2 TO 1* IN THE BEAUMONT-PORT ARTHUR AREA...
YET COSTS LESS
OF COURSE, KPRC LEADS IN HOUSTON...



YOUR SALES POTENTIAL IS HIGH IN THIS RICH GULF COAST TRADING AREA

In Texas, the famous cattle state, Harris County (which is Houston's home county) leads all others by a wide margin in both dairy and beef cattle. Adjacent Montgomery county tops the state in hogs. And Jefferson County, in which Beaumont and Port Arthur are located is the state's leading rice producer. Oil boosts buying power another notch. And shipping caps the fabulous climax: the transient officers and sailors of Houston-docked ships spend 100 million dollars plus in the market, each year, according to port officials.

FIRST in BMB

FIRST in HOOPER

FIRST in the South's First Market

NOTE: This Beaumont-Port Arthur report reveals only one segment of KPRC's coverage. In all KPRC reaches 67 Texas and Louisiana counties according to BMB reports.

*KPRC does have a *tremendous* audience. Yet Standard Rate and Data shows KPRC time costs are *less*. As for listeners, here's how an independent survey reveals their actual division between KPRC and the second Houston station, here named "B".

Hooper Station Listening Index in Beaumont-Port Arthur

	KPRC	STATION "B"
Morning	11.4	7.4
Afternoon	27.9	7.1
Evening	29.8	16.1
Sunday Afternoon	20.2	7.6

All you buy is Houston, yet we deliver Beaumont and Port Arthur . . . important shipping ports. (Beaumont exceeds Boston in tonnage; Port Arthur exceeds Los Angeles).

KPRC also leads all but one of six local stations in Beaumont—leads all but one of six local stations in Port Arthur. KPRC dominance in this vast area is obviously and firmly established.

KPRC HOUSTON

950 KILOCYCLES • 5000 WATTS

National Representatives, Edward Petry and Company • Affiliated with NBC & TQN, Jack Harris, General Manager

Telestatus

(REPORT 20)

TV ADVERTISERS IN JULY

MORE and more advertisers are climbing aboard the television bandwagon — and among them retail stores and shops and, more significantly, radio manufacturers who are buying greater quantities of TV time. These facts are borne out by the N. C. Rorabaugh survey of video advertisers for the week July 4-10.

Stores and shops, comprising dealers and proprietors for varied brands of merchandise, headed the categories of advertisers by industry classes. While automotive and beverage classes retained pre-eminence in the upper group strata, radios, phonographs, etc. ranked second overall in product classifications. The upsurge may signify a possible trend by those manufacturers, and their dealers and distributors, toward promoting their own products, especially TV, thus counteracting criticism on this score by station managers and advertising agencies.

The Rorabaugh survey, second in a monthly series, covered 26 stations in 16 markets as contrasted to 20 and 11, respectively, for a similar report for week of June 6-12 [BROADCASTING, July 12]. Four television stations now operating commercially—WNAC-TV Boston, KDYL Salt Lake City, KSD-TV St. Louis and WSPD-TV Toledo—were not included in this report, but are expected to be carried in the August compilations.

Sixteen network advertisers again were listed, with spot, 113; local retail, 153. Account-wise, there were 106 network accounts, 246 spot, and 153 local—a total of 505 unit accounts in all. There was also an increase in the number of new accounts, which are shown only by markets, inasmuch as the Rorabaugh firm listed separately this time advertisers using both network and spot. The increase, not accurately reflected therefore by total, was nevertheless apparent, and reflects the activity of spot and network advertisers in additional markets.

Co-ranking second by industry classes, after retail stores and shops, were beverage concerns (wines, liquor, beer and ale) and radios and accessories.

Since the latter group is comprised solely of manufacturers and their dealers and distributors, the boost to second place is not without importance. Actually, many stores and shops, headquarters for radio and TV merchandise, were promoting those items in their commercials—industrywise, if not by brand names.

Next in order were automotive and accessories, food and food products, apparel and footwear and household equipment and supplies. Remaining groups rated virtually the same as in the previous report. As in the case of radio equipment, many stores displayed miscellaneous automotive wares, while the 22 proper were either manufacturers or dealers and representatives plumping for particular brands in their commercials.

Once again Philadelphia was by far the largest account center with New York, Baltimore and Washington closely bunched in runnerup positions. New York was the greatest market for spot and network, while Philadelphia laid claim to the most local accounts. All 16 network advertisers were in the New York market again.

Table 1

TV Advertisers During Week of July 4-10 by Industry Classes

1.	Agricultural & farming	0	16.	Industrial materials	0
2.	Apparel, footwear & accessories	15	17.	Insurance	2
3.	Automotive, automotive accessories & equipment	22	18.	Jewelry, optical goods & cameras	7
4.	Aviation, aviation accessories & equipment	1	19.	Office equipment, stationery & writing supplies	3
5.	Beer, wine & liquor	32	20.	Publishing & media	4
6.	Building materials, equipment & fixtures	9	21.	Radios, phonographs, musical instruments & accessories	32
7.	Confectionery & soft drinks	8	22.	Retail stores & shops	63
8.	Consumer services	7	23.	Smoking materials	6
9.	Drugs & remedies	1	24.	Soaps, cleansers & polishers	4
10.	Entertainment & amusements	1	25.	Sporting goods & toys	4
11.	Food & food products	20	26.	Toiletries	2
12.	Gasoline, lubricants, & other fuels	6	27.	Transportation, travel & resorts	1
13.	Horticulture	0	28.	Miscellaneous	12
14.	Household equipment & supplies	15			
15.	Household furnishings	5		TOTAL	282

Table 2

	Last Report*	This Report
Number of stations	20	26
Number of markets	11	16
Number of network advertisers	16	16
Number of spot advertisers	76	113
Number of local retail advertisers	144	153
Total advertisers	236	282

(Note—236 advertisers used 398 total accounts June 6-12. 282 advertisers used 505 total unit accounts July 4-10.)
* for week June 6-12.

Table 3

Markets and Types of Accounts July 4-10

Market and Stations	Network Accounts	Spot Accounts	Local Accounts	Total Accounts	No. New Accounts
Baltimore (2)—WBAL-TV WMAR-TV	15	18	28	61	9
Boston* (1)—WBZ-TV	11	6	5	22	--
Buffalo* (1)—WBEN	1	6	7	14	--
Chicago (2)—WBKB WGN-TV	0	31	6	37	11
Cincinnati (1)—WLWT	2	10	2	14	2
Cleveland (1)—WEWS	0	10	1	11	2
Detroit* (1)—WWJ-TV	2	15	7	24	--
Los Angeles (2)—KTLA KTSL	0	23	16	39	5
Milwaukee (1)—WTMJ-TV	2	15	10	27	9
Minneapolis* (1)—KSTP-TV	1	5	2	8	--
New Haven* (1)—WNHC	2	3	7	12	--
New York** (4)—WABD WCBS-TV WNBT WPIX	16	41	5	62	--
Philadelphia (3)—WCAU-TV WFIL-TV WPTZ	15	32	32	79	14
Richmond (1)—WTVR	12	2	2	16	1
Schenectady (1)—WRGB	12	5	2	19	3
Washington, D. C. (3) WMAL-TV WNBW WTTG	15	24	21	60	6
TOTALS	106	246	153	505	

* not represented in last Rorabaugh report, ** includes station added since last report.

New TV Rate Cards Issued:

(As furnished BROADCASTING *Week of Aug. 9)*

WMAR Baltimore

WMAR-TV Baltimore has issued Rate Card No. 2, effective Sept. 1, establishing $250 as the basic rate for a one hour program telecast one time on Channel 2 (54-60 mc).

The basic rate includes transmitter and film facilities, staff announcer's services, recorded music as background for film commercials and applies to all film programs and programs and announcements relayed from other stations or by a network. It does not cover remotes or programs or announcements using live talent or those requiring extra production facilities.

Studio rate for all live-talent studio productions includes facilities used under basic rate in additional to full use of studio and camera facilities and necessary technical staff. Talent, art and construction work are not reflected in the rate. The rate includes twice as much rehearsal time as air time that is booked. Studio rehearsal time in excess of this amount costs $60 per hour.

BASIC RATE

	1 Time	26 Times	52 Times
1 Hour	$250.00	$237.50	$225.00
½ Hour	150.00	142.50	135.00
20 Min.	125.00	118.75	112.50
15 Min.	100.00	95.00	90.00
10 Min.	85.00	80.75	76.50
5 Min.	50.00	47.50	45.00
Announcements (One Min. or less)	45.00	42.75	40.50

Announcements and programs cannot be combined to earn lower rate.

STUDIO RATE

	1 Time	26 Times	52 Times
1 Hour	$350.00	$332.50	$315.00
½ Hour	185.00	175.75	166.50
20 Min.	150.00	142.50	135.00
15 Min.	125.00	118.75	112.50
10 Min.	100.00	95.00	90.00
5 Min.	65.00	61.75	58.50
Announcements (One Min. or less)	55.00	52.25	49.50

Announcements and programs cannot be combined to earn lower rate.

WLWT Cincinnati

TWO NEW time segments, a 40-minute period and a 20-minute period, have been created in the new

(Continued on page 42)

ALL PIONEERS* *"Front and Center!"*

THERE'S A NEW BLOSSOM ON PEACHTREE STREET! A sky-brushing tower, topped by a barely-visible TV antenna—a brand-new transmitter and studio building—equipment installed and now being tested—a program department literally on their toes—all says just one thing:

WSB-TV *is on schedule!*

This month experimental programming (s.t.a.) begins. When you tear September off your calendar, the Atlanta market will have tasted the marvel of television.

Opportunity is looking right down your throat. Get in on the ground floor. Any Petry office has the dope.

WSB-TV

"THE EYES OF THE SOUTH"

ON PEACHTREE STREET

A radio operation of
The Atlanta Journal

represented nationally by
Edward Petry & Co., Inc.

First for the entire nation in per capita drug sales, Greater Miami last year topped the national average by 152% in this key classification, by 44% in general merchandise, and by 52% in total sales,--reaching new highs in all indices by which markets are measured.

(Sales Mgt. Survey, 1948)

Yes, Greater Miami is a great buying market. Last year over $500,000,000 was spent on products of all types and classes. And Miami is a market that can be reached, effectively and economically, with WQAM -- Miami's First Station -- whose clear signal blankets all of Greater Miami, and covers an additional 15 of its "trade-area" counties.

Miami's First Station

WQAM

WQAM · FM

A. B. C. IN MIAMI

THE MIAMI HERALD STATION

WQAM-FAX

★ OWEN F. URIDGE, General Manager

★ JOHN BLAIR & CO., National Representatives

BROADCASTING
TELECASTING

Vol. 35, No. 7 WASHINGTON, D. C., AUGUST 16, 1948 $7.00 A YEAR—25c A COPY

FALL BUSINESS

Spot to Be Up, 'Trends' Survey Shows

INCREASED USE of spot (non-network) time this fall is anticipated by advertising agency executives and timebuyers, but agency men generally are uncertain—or at least reticent to express an opinion—about how their fall purchases of network time will compare with those of a year ago. Estimates of increased use of spots were high.

These were among the facts brought out in the fifth questionnaire in the poll of advertising agencies (15th in the BROADCASTING TRENDS series) conducted for BROADCASTING Magazine by Audience Surveys Inc. The questionnaire, sent to a cross-section* of agency executives and timebuyers early in July, asked the panel members about their plans for use of radio in the fall.

CHART I

As far as you can now judge, will your radio time purchases for your clients be more, the same, or less this fall than last?

	Percent of all Respondents			
	1948 Survey		1947 Survey	
	Network	Spot	Network	Spot
More	18%	54%	13%	59%
Less	7	12	11	9
Same	17	22	22	26
Can't guess	8	5	5	2
None	3	–	–	–
Unanswered	47	7	49	4
	100%	100%	100%	100%

Specific questions put to the agency men were these:

(1) How will time purchases this fall compare with last year?

(2) How will spot do in relation to network, and how will expenditures be split between programs and announcements?

(3) What sorts of accounts will be using radio for the first time?

(4) What proportion of radio expenditures will be spent on FM and TV, and how does this compare with last year?

(5) In what way will the TV budget be spent?

(6) Will the new NAB code affect radio time purchases?

(7) How will agency use of certain types of programs compare with last year?

Some of these questions were asked in a poll of advertising agencies last year, and a few interesting comparisons can be made. Results of the survey, so far as it concerns the first three questions listed here, are presented herewith. The remainder of the questions and the answers to them will be treated in a subsequent issue of BROADCASTING.

As for as you can now judge, will your radio time purchases for your clients be more, the same or less this fall than last? (See Chart I)

Agency executives were uncertain or reticent, as they were last year, about their fall purchases of network time. Almost half of them (47%) did not answer the question, and another 8% said they could not guess; 18% of the panel plan to buy more network time, 7% will buy less, and 17% will spend about the same as they did last year. This is a slight improvement over last year's forecasts of buying network time.

The survey indicated a majority of agencies plan increased use of spot (non-network) time. Over half (54%) of the panel members plan to buy more non-network time this year than last—12% will spend less this year, and 22% expect to spend about the same. The increased use of spot was somewhat less than that anticipated by agency executives about the same time last year.

As now set up, approximately what portion of your fall non-network expenditures will be for programs and how much will be for announcements? (See Chart II).

In apportioning their fall spot budgets, 38% of the agencies expect to spend more money on programs than on announcements, while 58% will concentrate more heavily on announcements.

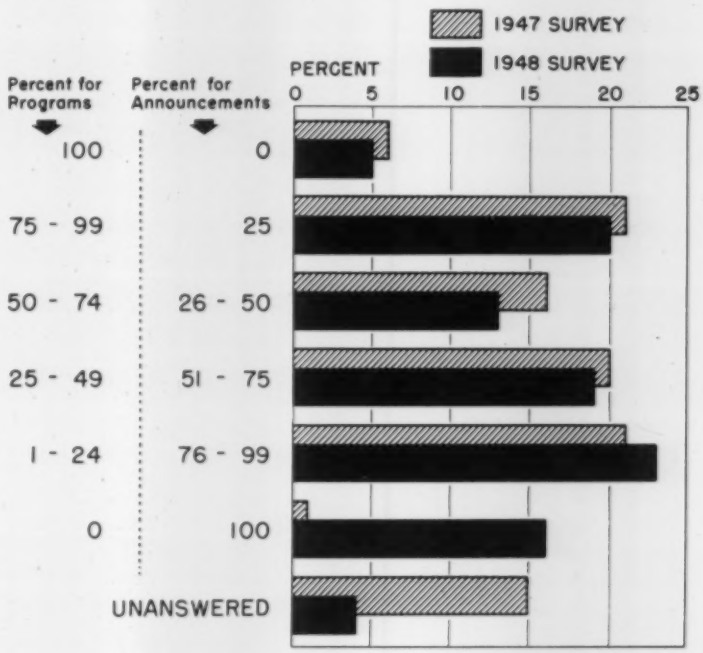
One out of six agencies will use announcements exclusively, but only one of 20 will buy programs only.

In last year's survey the results were quite similar, with two notable exceptions—only 1% planned to buy announcements exclusively,

(Continued on page 70)

CHART II

As now set up, approximately what portion of your fall non-network expenditures will be for programs and how much will be for announcements?



TV-AM STUDY

Proposed at Chicago Meeting

TWENTY-TWO representatives of the nation's leading television stations and networks, meeting in Chicago's Palmer House Wednesday at the call of NAB President Justin Miller, adopted a resolution calling for a joint study of problems of the "sound broadcasting and television industries" looking toward "cooperative activity by the two groups."

After the meeting was over, Judge Miller told BROADCASTING it was the consensus of the conferees that "more television capital was represented here today than at any previous gathering in history."

The following resolution was unanimously approved:

It is the sense of this meeting that there are areas of identity and diversity of interest between the sound broadcasting and television industries.

It is recognized that in their own fields the NAB and TBA are performing invaluable services.

It is further recognized that in some of the areas of diversity both sound broadcasting and television must have specialized and aggressive representation.

However, in the areas of identity and interest, industry progress and great economies would result from cooperative activity by the two groups.

It is therefore resolved that it is the recommendation of this meeting that the board of directors of TBA and the board television committee of NAB meet to explore the problems and to appoint not more than three persons from each industry to make a thorough study and report with recommendations not more than 30 days after their appointment.

Present and voting were Kenneth Berkeley, WMAL-TV Washington; Frank P. Schreiber and

(Continued on page 69)

*A sample of all national and regional advertising agencies in the U. S., controlled for proper balance by geographical area and volume of business.

STRATOVISION

Commercial Use Sought

FORMAL REQUEST for the first commercial use of Stratovision was field with FCC last Friday by Westinghouse Radio Stations, which simultaneously proposed rules and engineering standards to govern the new system of airborne television relaying.

Westinghouse told FCC that the Stratovision station it proposes to operate in connection with its KDKA Pittsburgh will, if protected to the 500 microvolt contour, bring television to approximately 6,000,000 persons who otherwise would not receive 5000 microvolt signals even if all the ground stations contemplated by FCC's channel allocations were in operation.

It can be done without reducing the number of television channels (or their classifications) proposed for any city in the U. S. or Canada, Westinghouse declared. Its petition offered a reallocation plan designed to substitute other channels for Nos. 8 (which the Stratovision station would use) and 7 and 9 in the area within Stratovision range.

Westinghouse, which developed Stratovision in conjunction with Glenn L. Martin Co. of Baltimore, would have the Stratovision studios in Pittsburgh while the transmitter would be flown in an airplane approximately 30 miles west of the city. The petition continued:

The effective radiated power of such a transmitter would be approximately 12.75 kw and the antenna height above sea level is to be approximately 25,000 feet. The transmitter would be operated on Channel 8, the channel to be sought in a separate proceeding by KDKA-TV Pittsburgh, Pa., which would also be operated by Petitioner.

The KDKA-TV transmitter and the transmitter in the airplane would not be operated simultaneously. The 500 microvolt per meter contour of such an airborne station would extend approximately 200 miles in all directions, and this contour should be protected from interference from stations on the same and adjacent channels.

On this basis Westinghouse said the area and populations within the Stratovision 500 microvolt contour would be approximately 127,000 square miles and 12,039,589 persons (not counting those in cities of more than 10,000 which would receive less than 5000 uv/m signals).

The petition asked for amendment of FCC's Rules and Standards so they will permit a grant for Stratovision, and requested that FCC delay all pending hearings and other actions which might conflict with approval of the petition.

Channel changes proposed by the company to accommodate its plan were listed as follows (channels in parentheses are for use by community stations):

Location	By FCC	By Westinghouse
Pittsburgh, Pa.	8	8
Altoona	7	11
Altoona	9	5
Erie	12	3
Williamsport	2	3
Scranton-Wilkes-Barre	(3)	(2)*
York	(8)	(3)

(Continued on page 75)

HOOPER TOP 20 STATIONS IN U. S.

Morning, Afternoon and Evening in Cities Covered by Hooper Listening Index

THE TOP 20 stations, with the best share of audience ratings in morning, afternoon and evening in cities where Hooper station listing indexes are published, will be a regular monthly feature of BROADCASTING beginning this week.

The list of the leading 20 stations in each time category is published with the cooperation of C. E. Hooper Inc., whose city Hooperatings report service embraces the station listening indexes. Mr. Hooper, president of the firm, announced that the regular top 20 reports would be issued to all cooperating stations.

The first such list to be made public covers May-June 1948. According to the computation, the stations outranking all others in the nation are WFLA Tampa in the evening, WKY Oklahoma City in the afternoon and KOIL Omaha in the morning.

In second place by time category were WKY Oklahoma City in the evening, WOAI San Antonio in the afternoon and KRNT Des Moines in the morning.

In releasing to BROADCASTING the top 20 stations, the Hooper firm pointed out that their standings were based on the city zone share of audience in those cities where the station listening indexes are published.

The ranking follows:

	MORNING		AFTERNOON		EVENING	
Rank	Station	Share of Audience	Station	Share of Audience	Station	Share of Audience
1.	KOIL Omaha	48.1	WKY Oklahoma City	52.7	WFLA Tampa	44.9
2.	KRNT Des Moines	45.1	WOAI San Antonio	46.7	WKY Oklahoma City	44.2
3.	WKY Oklahoma City	40.3	WTAG Worcester	45.4	WOW Omaha	41.2
4.	WTOL Toledo	40.0	KRNT Des Moines	42.3	WAVE Louisville	40.8
5.	WSPD Toledo	39.7	*WFAA-WBAP (NBC-Ft. Worth)	41.9	WTAG Worcester	40.6
6.	WBNS Columbus, Ohio	39.7	WLW Cincinnati (Dayton)	41.4	*WFAA-WBAP (NBC-Dallas)	40.2
7.	WISH Indianapolis	38.5	WRVA Richmond	41.3	WOAI San Antonio	39.8
8.	WTAG Worcester	37.7	WHEC Rochester	41.1	WLW Cincinnati (Dayton)	39.8
9.	WRNL Richmond	37.0	KPRC Houston	40.6	WSPD Toledo	39.6
10.	WBEN Buffalo	36.9	*WFAA-WBAP (NBC-Dallas)	39.5	WRVA Richmond	39.5
11.	WFBL Syracuse	36.8	WSPD Toledo	37.4	WTMJ Milwaukee	37.0
12.	WCCO Minneapolis	36.4	WSM Nashville	36.0	WTIC Hartford	36.7
13.	WHEC Rochester	35.9	WOW Omaha	35.3	WIOD Miami	36.3
14.	WSGN Birmingham	35.5	KOA Denver	34.5	WCCO Minneapolis	36.1
15.	WFBR Baltimore	35.4	WSB Atlanta	33.5	KOA Denver	35.8
16.	WQAM Miami	34.7	WCCO Minneapolis	32.6	WHIO Dayton	35.8
17.	KGO San Francisco	34.6	KDYL Salt Lake City	32.4	WBNS Columbus, Ohio	35.7
18.	WORC Worcester	34.5	WMC Memphis	32.4	*WFAA-WBAP (NBC-Ft. Worth)	35.6
19.	WHIO Dayton	33.6	KNBC San Francisco	31.9	WBEN Buffalo	35.3
20.	(tie) WBBM Chicago and WRVA Richmond	33.3	KOIN Portland, Ore.	31.8	WHEC Rochester	33.8

* Based on station carrying NBC programs.

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Newspaper Opinion on FCC Proposed Lottery Ruling

. . . The FCC proposal . . . is pretty startling.

It opens a number of questions. One usually thinks of a lottery as involving some contribution, however slight, from the fellow who takes part. But the giveaways commonly ask no contribution other than a listening ear . . . The theory is loot in return for lore, and who is to measure the thin edge between?

. . . Perhaps the chief regret, if the FCC actually cracks down, will be the loss of one of the day's most fruitful sources of jests.

From the New York Herald Tribune *Aug. 7*

* * *

We're inclined to agree with this attitude toward the giveaway hours, although we have never agreed that the FCC should con-

(Continued on page 75)

ABC SUED

Agency Also Defendant In 'Piracy' Charge

ABC and Louis G. Cowan Inc. were sued last week by Blue Barron, orchestra leader, on the grounds that *Stop the Music*, the most popular giveaway show on the air, was pirated from a program which he had helped originate.

Mr. Barron sought half the revenue accruing to the Cowan agency, owner of the program, and to other defendants including Mark Goodson, writer and producer with whom the band leader alleges he collaborated on the original show.

The defendants immediately began preparations to contest the action. Joseph W. Bailey, vice president and general manager of Louis G. Cowan Inc., said, "We've investigated the whole thing, and we're satisfied there is no basis for a claim."

Mr. Barron's suit was filed in Supreme Court of New York County by his attorney, James Lawrence Fly, formerly of FCC.

In addition to seeking damages, Mr. Barron sought an injunction restraining the defendants from disposing of funds pending the litigation. There was no plan to seek an injunction which would prevent *Stop the Music* from continuing.

Named as defendants were ABC, the Cowan company, Louis G. Cowan personally, Mr. Goodson, Harry Salter, music director of the program, and Howard Connell, writer.

Mr. Barron said that in February of last year he and an associate, Robert Ray, who is assistant to the director of CBS program operations, met several times with Mr. Goodson and Mr. Connell to devise *Blue Barron's Mystery Melodies* for marketing purposes. The format called for a musical show in which Mr. Barron would play mystery tunes, to be identified by members of the listening audience upon a telephone call, with prizes to be given winners.

After Mr. Goodson and Mr. Connell wrote the script, the bandleader had the show recorded and attempted, with Mr. Goodson, to sell the program, according to agreements. It also had been

(Continued on page 72)

WJZ-TV STARTS

Elaborate Inaugural Program

WJZ-TV New York, ABC's first owned and operated television station and the sixth video outlet to begin operations in New York, opened for business last week amidst festivities reminiscent of the gayest Hollywood movie premiere.

Its inaugural program ran from 7 until 11:40 p.m. Aug. 10 and included everything from Beatrice Lillie, one of the world's great comediennes, to fragments left over from a recent Fifth Ave. parade.

Civic, religious and business leaders participated in the opening ceremonies. More than 100 executives of ABC affiliated stations were invited and came to New York to see the show, and the network sales department staged a debut party for scores of advertisers and agencies.

Story on WJZ-TV and IATSE Tiff, page 32

Early in the inaugural show ABC presented a "creed" which it plans to follow in its television broadcasting. The creed:

The American Broadcasting Co. is deeply aware of a high responsibility to the people in its approach to television. We are also deeply aware of a grave responsibility to ourselves. We shall, therefore, do our utmost to bring into your home the kind of programs we would want in our homes. We believe television will become one of the great forces in the world, and for that reason we regard our role not only as a privilege but also as a challenge. Thus, television imposes on us the profound obligation to use it with dignity, with skill, with honesty and care. We shall discharge that high obligation to the very best of our ability.

Edward J. Noble, chairman of the ABC board, and Mark Woods, the network's president, were televised in greetings to the WJZ-TV audience. Grover A. Whalen, chairman of the mayor's committee for the reception of distinguished guests, appeared as special representative of New York's Mayor William O'Dwyer who was absent on official business.

At the conclusion of these opening talks, the cameras went to the streets of Rockefeller Plaza, outside the RCA Bldg. where ABC is housed, to pick up various elements of a parade which was a feature of New York's summer-long golden anniversary celebration.

Kiernan Describes Parade

The televised parade included policemen dressed in uniforms of 50 years ago, carriages drawn by horses, some marching societies, bands, drum corps and fire fighting equipment. Walter Kiernan described the parade.

The program then returned to ABC studios. Following this Wayne Coy, FCC chairman, spoke from Washington, predicting that "in two years from now I expect to see 400 stations either in operation or under construction." He added: "We are and will continue to be years and years ahead of any other nation in the employment of this magical electronic instrument."

This was followed by a half-hour television presentation of *Candid Microphone*, an ABC sound broadcasting feature, and a preview of several video features which will be on the station regularly. At 9 p.m., the show moved to the Palace Theatre, now a movie house but formerly one of the biggest vaudeville theatres in the city. The program was almost pure vaudeville, with performers doing their specialties in turn. Ray Bolger, famed dancer, was m.c.

Edward J. Noble, chairman of the board of ABC, is televised at inaugural.

Part of the inaugural program originated at New York's Palace Theatre.

Among the outstanding performers at the Palace were Mr. Bolger, who in addition to his duties as an introducer of the other acts, did a few turns of his own; Beatrice Lillie, star of the current Broadway hit, "Inside U. S. A." James Barton, actor and one-time vaudevillan; Ella Logan, singer, Mary Raye and Naldi, ballroom dancers, Pat Rooney Sr., a vaudeville dancer and Paul Whiteman, ABC vice president and musical director, who led an orchestra in "Rhapsody in Blue."

Folk Dancing, Too

During an intermission at the Palace, the program returned to the ABC studios for half an hour of folk dancing by various national groups. This event had been originally scheduled for either Times Square or Duffy Square, but the police and fire departments did not approve.

Before the start of the Palace show at 9 p.m. the more than 100 station executives attended a buffet supper in the Hotel Astor. They then went to the Palace for the show. The several score advertiser and agency representatives were feted at a buffet in the Waldorf-Astoria. A large crowd of press was fed in the Rainbow Room lounge atop the RCA Bldg. and they watched the entire evening's program on special receivers installed there.

Following its mammoth debut program, WJZ-TV, which operates on Channel 7, took up routine programming Aug. 11, the next day. The schedule for Aug. 11 was: 5:30-6 p.m., *Cartoon Teletales;* 7-7:15, *News and Views;* 7:15-7:30, *Three About Town;* 7:30-8, film; 8-8:30, *Gay Nineties Review,* and 8:30-9, film.

GIVEAWAY

Legal Battle Brewing

MAJOR NETWORKS last week were putting the legal eagle eye on their giveaway programs to see how they stacked up against FCC's proposed anti-lottery regulations [BROADCASTING, Aug. 9], while private attorneys eyed the rules to decide how to advise their station, agency and other clients.

It was one long field day for the attorneys, most of whom agreed that the rules proposed by the Commission plainly seemed broader than those recently invoked by the Post Office Dept. with respect to lottery suspects.

Some private attorneys said they were prepared to advise clients that programs which select participants on the basis of skill—writers of the "best" letters on a given subject, for example—would pass muster under the proposed rules even though they obviously required "consideration" (as in answering the telephone, or listening to the program) and equally obviously handed out prizes.

Others contended that, though they may agree with the objective of FCC's proposal, the job is not for the Commission but for the Justice Dept. or Congress. They pointed out that the lottery law (Sec. 316, Communications Act) is not directed against stations alone, but also against "persons," over whom FCC has no jurisdiction.

Argue on Application

Further, they argued, lotteries are not a proper subject for regulation—the law, they noted, specifically provides for punishment by fine or imprisonment, but does not mention license revocation or denial of license renewal. They insisted FCC should either refer specific programs to the Justice Dept. for prosecution, or should take its proposed rules to Congress and ask that they be enacted.

The public, meanwhile, was letting the Commission know that for the most part it disapproved of the rules. Mail started mounting a few days after the regulations were announced. FCC authorities conceded that from a public relations standpoint they could hardly have made a more unfavorable move.

No network had yet prepared comment for submission to the FCC, which will accept comments until Sept. 10. But it was obvious that all were giving close attention to their own programming. After reaching a decision as to the status of their own shows under the proposal, they would decide what position to take officially.

Most agreed, however, that any reasonable guide post for future application of federal laws against lotteries would be welcome. Heretofore, some network attorneys have sought opinions concerning the legality of shows from the Post Office Dept. rather than from the

(Continued on page 71)

DISTRICT 9

Caley Re-elected Director

CHARLES C. CALEY of WMBD Peoria was re-elected director of NAB's Illinois and Southern Wisconsin districts Thursday at the conclusion of the "slowest moving" first day in the history of Ninth District conventions.

With only 25 delegates on hand to receive the election result, Mr. Caley threatened "this will be the last district convention held in Chicago if I have my way."

"It is my hope that your district meetings for the next two years will be in some smaller city where we can keep track of the delegates and show proper respect for the Washington staff that has traveled across the country to tell us NAB's stories," he declared.

The convention opened with a program clinic featuring an address by Harold Fair, director of the NAB Program Dept., who is one of the group of NAB staff men, headed by President Justin Miller, making a summer tour of all districts. A discussion of "Music Matters" followed with Don Petty, NAB general counsel, answering questions about infringement difficulties with ASCAP and SESAC. Neither Mr. Fair nor Mr. Petty could wake the delegates out of their lethargy.

After Carl Haverlin, president of BMI, had brought the convention abreast of that organization's work, Leslie Johnson of WHBF Rock Island, Ill., suggested that BROADCASTING'S editorial of Aug. 2, titled "Something Fishy," be read to the meeting and referred to the resolutions committee. The reference was made by unanimous vote and Mr. Haverlin, producing the editorial from a briefcase, read it to the delegates.

"This piece from BROADCASTING tells a music story better than it has ever been told before. Every broadcaster in the country should read it," said Mr. Johnson, a former Ninth District director.

Miller Talk

Judge Miller, speaking at the noon luncheon, asked that NAB be trusted to "hold its own" in Washington.

"We know the extent to which the government's steamroller runs over the man who doesn't stand up and assert his rights," he said. "And we know how to disturb the equilibrium of certain officials—and when to do it."

He called for NAB members to "work as a team and put in plenty of skull practice."

"We won't keep such rights and privileges as we now enjoy unless we fight for them," he declared.

Asserting that "television comes very close to all of us," Judge Miller said NAB's board is "carefully considering whether to have a special TV department."

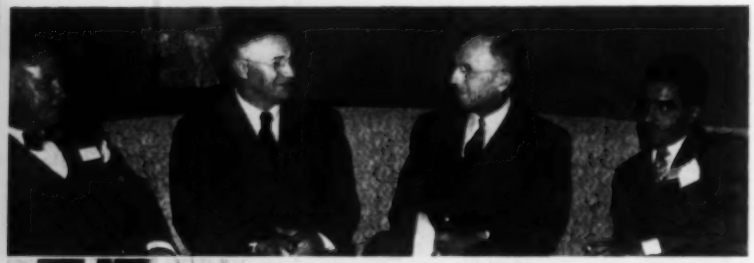
"It would seem there are unusually good opportunities for television, in the wide open places, however, I'm not advocating that you enter it, for I am not a gambler," he added with a grin.

In an afternoon session, devoted to a discussion of problems of coverage and measurement, Hugh Feltis, BMB president, introduced several agency men and sponsors who endorsed the Bureau.

Hal Rorke of J. Walter Thompson, said that as far as his agency is concernced "independent research is suspect and BMB is considered to be the standard of measurement."

Robert F. Elrick, manager of the Market Research Department of Pepsodent, revealed that when the question came up recently in the advertising department of his concern as to which stations should be included in a campaign, "in three instances stations were not even considered because they had no BMB map."

"Many of our plans are cooked up in a hurry. Selection of stations is just one of many things we have to do. And probably like most of you, we take the easiest way out," he said. "That means we just naturally gravitate to selecting BMB stations."



Top Photo: When District 2 of NAB held its meetings in Rochester, N. Y., on Aug. 5, delegates took a tour of WHAM's new million-dollar Rochester Radio City. Shown seated in the deluxe lounge are (l to r): William Fay, WHAM general manager; Judge Justin Miller, president of NAB; Dr. Ray H. Manson, president of Stromberg-Carlson Co., owners and operators of WHAM; and Michael Hanna, WHCU Ithaca, N. Y., District 2 chairman.

Middle Photo: Listening attentively as Michael R. Hanna (seated, second from r), of WHCU Ithaca and NAB District 2 director, spins a tall one are eight other New York state broadcasters. Group includes: Seated, l to r—G. Emerson Markham, WGY Schenectady; M. R. Forman, WGVA Geneva; Charles F. Phillips, WFBL Syracuse; Mr. Hanna, and Eugene S. Thomas, WOR New York; standing, l to r—Sam Townsend, WARC; Gunnar Wiig, WHEC; Jack Kennedy, WHAM, and William B. Maillefert, WVET, all of Rochester. The four representatives of Rochester stations were hosts at a cocktail party given at the Rochester Club for NAB District 2.

Bottom: Dr. Clinton H. Churchill (l), WKBW Buffalo, and Thomas B. MacFadden WNBC New York, exchange greetings while Arthur Hull Hayes (second from l), WCBS New York; Helen Wood, WIBX Utica; and William I. Moore, WBNX New York, lend moral support.

Details on Final NAB Meets Given

Third Series Starting Oct. 4 At Fort Worth, Tex.

MEETING dates for the third and final series of NAB district conventions were announced last week by C. E. Arney Jr., NAB secretary-treasurer. The first series of meetings, now in progress, will wind up with the 11th District at Minneapolis, and the second series will get underway Sept. 8-9 at Yellowstone National Park for the 14th District affair. 14th District plans call for an extra day, Sept. 10, to be devoted to discussion of local problems.

The third series of three meetings will start with the 13th District sessions Oct. 4-5 at the Blackstone Hotel, Fort Worth, Tex. The 13th District embraces the entire state of Texas.

The 6th District will follow Oct. 11-12 at the Buena Vista Hotel, Biloxi, Miss. Conflict in hotel accommodations caused the week's lapse between this district meeting and that of the 13th. The 6th District takes in Arkansas, Louisiana, Mississippi and Tennessee.

Final district meet of the year will be that of the 5th District at the Biltmore Hotel, Atlanta, Oct. 14-15. This district consists of Alabama, Florida, Georgia and Puerto Rico.

NAB President Justin Miller will speak at all the meetings, with other NAB staff members also taking part.

Senate Group Asks Study of 'Incident'

STATE DEPARTMENT officials last week were reportedly studying a Senate committee's request that steps be taken to prevent repetition of international "incidents" such as that created when the Argentine government confiscated and published private dispatches to BROADCASTING.

The Senate Interstate and Foreign Commerce Committee initiated the request [BROADCASTING, Aug 2, 9] after private mail from Correspondent Herbert M. Clark was intercepted and published in Madam Peron's *Democracia* with accompanying charges that he and certain members of the Inter-American Broadcasters Assn. were engaged in an international plot against Argentina. Mr. Clark's dispatch had described the angry disposition of the IABA toward Argentina's alleged absence of radio freedom of speech.

U. S. Ambassador James Bruce, who has returned from Argentina, could not be reached for a statement last week but associates acknowledged that he was concerned with the incident. The diplomat reportedly protested the mail pilfering to Argentine Foreign Minister Bramuglia and sought police protection for Mr. Clark.

Left photo—A Higgins trio—but the gents are not related (l to r): George Higgins, WISH Indianapolis; Hugh Higgins, assistant director, Broadcast Advertising Dept., NAB; and Joe Higgins, WTHI Terre Haute. Occasion was the District 7-8 meeting.

Center photo (l to r, seated)—Gilmore N. Nunn, the Nunn Stations, director of District 7, who presided at French Lick; Mary Dunlavey, timebuyer for Pedlar & Ryan, New York; and C. H. Topmiller, WCKY Cincinnati; (l to r, standing)—Ed Flanigan, WSPD Toledo; Harry Betteridge, WWJ Detroit; Dwight Reed, Headley-Reed, station representative, Chicago; and Bob Kerns, WLOK Lima, Ohio.

Right photo (l to r)—Bill Spencer, WHOT South Bend; John Fetzer, WKZO Kalamazoo; Al Albinger, WCOL Columbus; Vernon Nolte, WHIZ Zanesville; Larry Webb, WJW Cleveland; and Judge Miller. (This photo was taken at BROADCASTING's cocktail party.)

* * * * * * * * * * * *

Fight for Ads Urged

DISTRICTS 7-8

Carr Hits Inertia

By BILL THOMPSON

A STINGING REBUKE to his fellow broadcasters for permitting millions of dollars in advertising appropriations to go to printed media "unchallenged" was delivered by Eugene Carr, director of WHBC Canton, Ohio, and the Brush-Moore stations, at the NAB District 7 and 8 convention early last week at French Lick, Ind.

In a question-and-answer period following an address by Hugh M. P. Higgins, assistant director of NAB's Broadcast Advertising Department, Mr. Carr mounted the rostrum to cite Montgomery Ward and Co.'s recent allocation of large sums to black-and-white as a "very serious loss for radio."

"If we had challenged Montgomery Ward, we would have no cause for complaint," he said. "But we didn't even put up a fight."

Mr. Carr reminded the 148 delegates—from Ohio, Kentucky, Indiana and Michigan—that the bureau of advertising of the American Newspaper Publishers Assn. spent a million dollars last year to promote printed media. Seven of the bureau's personnel worked on national advertising alone.

Revealing that ANPA recently flew a promotional group from New York to San Francisco to make an all-day presentation on behalf of a new account, Mr. Carr asked—

"Why don't we give our association funds to match such a sales effort?"

He strongly supported NAB's plan to produce an "all-radio film presentation" after Mr. Higgins had given details of the production. Mr. Higgins prefaced his speech with the warning that black-and-white is waging a "vigorous anti-radio selling campaign."

"We're in a bitter fight," he declared. "We may as well face the fact that stations are getting a smaller piece of the advertising budget." Advertisers will forget about radio and return to the traditional printed page if we let them."

Gilmore Nunn, of the Nunn stations, who presided at all meetings, referred to the remarks of both Mr. Carr and Mr. Higgins as "fighting words."

"Radio has only three fiddles on the stage, while the newspapers and magazines are playing to advertisers with a 150-piece ensemble," he said.

In a luncheon address, NAB President Justin Miller urged that station men "stand together because there are those who would like to divide and conquer us." He urged station owners to assume a professional attitude in their communities "like doctors and lawyers" and to "stand up and speak with courage."

Judge Miller advised against trusting FCC on the Port Huron case, recalling that the Commission "has been on three sides of this question already."

"In political broadcasts, your greatest danger of libel charges is on the state level," he asserted.

The NAB president deplored the widespread talk about scarcity of frequencies, declaring that "if there appears to be a scarcity, it is only because of government ineptitude."

Judge Miller said his guess on the Mayflower decision is "relaxation of enforcement—with definite removal of 'heat' against those stations now editorializing."

BMB imported two speakers to endorse its work—Herbert S. Thompson, advertising manager of Miles Laboratories (Alka-Seltzer), and Mary Dunlavey, radio timebuyer for Pedlar and Ryan agency, New York. Mr. Thompson, who has been Miles' advertising manager for 28 years, predicted radio "soon will be a buyers' market."

Miss Dunlavey declared that one of the occupational hazards of timebuying is making estimates for non-subscribers to BMB.

"We shouldn't do it, but we all do," she said, "and often our estimates are too conservative."

Speaking on "Television—the Blue Chip Decision," Charles A. Batson, NAB director of information, estimated $370,000 as the average sum required to enter the video field. E. Y. Flanigan, vice president of Fort Industry's WSPD Toledo, who has had practical TV experience, said this figure should include $3,000 monthly for tube losses, such as the Toledo operation has sustained.

Resolutions

The convention unanimously adopted the following resolutions—

Commending Judge Miller for his militant stand on "freedom of radio," and pledging support to his leadership by urging district members to determine the position of candidates for high public office in respect to the subject of freedom of radio.

Endorsing the All-Radio Presentation proposed by NAB and recommending active participation by all stations.

Requesting the Census Bureau to include AM, FM and TV set ownership questions in the 1950 census.

Supporting the encouragement of voluntary compliance with Standards of Practice.

Expressing appreciation to the State of Indiana for establishing a radio center at its state fair.

Commending transcription companies for attempts to bring about a solution of industry-wide music problems.

Recommending that district members take steps to assure appropriate use of the music of BMI.

Registration At NAB Districts 7-8

A

Al Albinger, WCOL Columbus, Ohio; Gerry Albright, WKBV Richmond, Ind.; J. R. Atkinson, WHBV Anderson, Ind.

B

L. W. Baldwin, WZIP Covington, Ky.; J. L. Barton, Capitol Transcriptions, Hollywood; Charles Batson, NAB, Washington; G. F. Bauer, WINN Louisville; E. F. Baughn, WPAG Ann Arbor, Mich.; Dave Baylor, WJMO Cleveland; Curt Beck, WHFB Benton Harbor, Mich; R. M. Beer, WATG Ashland, Ohio; Harry Betteridge, WWJ Detroit; H. M. Bitner Jr., WFBM Indianapolis; J. W. Blackburn, Washington; C. P. Bodner, WPAY Portsmouth, Ohio; R. A. Borel, WBNS Columbus, Ohio; G. F. Boyd, WPAY; Gervis Brady, WHBC Canton, Ohio; T. S. Bretherton, WTOL Toledo; F. B. Bullard, WKIC Hazard, Ky.; Don Burton, WLBC Muncie, Ind.

C

J. H. Calloway, WBEX Chillicothe, Ohio; Eugene Carr, WHBC Canton, Ohio; R. C. Castor Jr., WATG Ashland, Ohio; S. A. Chesley Jr., WSFC Somerset, Ky.; S. A. Cisler, WKYW Louisville; W. F. Craig, WLBC Muncie, Ind.

D

W. G. Davis, WSUA Bloomington, Ind.; W. B. Davison, Capitol Transcriptions, Hollywood; R. S. De Tchon, WJMO Cleveland; Pete Disney, WHAS Louisville; R. P. Doherty, NAB, Washington; W. W. Dorrell, C. E. Hooper Inc., New York; C. L. Dozer, WMRN Marion, Ohio; Mary Dunlavey, Pedlar and Ryan, New York.

E

B. G. Eells, Hollywood; A. L. Ellerman, WZIP Covington, Ky.; J. A. Engelbrecht, WIKY Evansville, Ind.; Jack Estelle, Andrew Corp., Chicago.

F

Harold Fair, NAB, Washington; R. M. Fairbanks, WIBC Indianapolis; Herman Fast, WKRC Cincinnati; R. C. Fehlman, WHBC Canton, Ohio; Hugh Feltis, BMB, New York; R. W. Ferguson, WTRF Bellaire, Ohio; J. E. Fetzer, WKZO Kalamazoo; E. Y. Flanigan WSPD Toledo; J. F. Fox, WHLN Harlan, Ky.

G

Carl George, WGAR Cleveland; Julius Glass, WHBC Canton, Ohio; M. L. Greenebaum, WSAM Saginaw, Mich.

H

Gus Hagenah, Standard Radio, Chicago; Bruce Hager, WOMI Owensboro, Ky.; Kolin Hager, SESAC, New York; Roy Harlow, BMI, New York; R. B. Helms, WHLN Harlan, Ky.; P. R. Herbert, WHKK Akron; K. K. Hackathorn, WHK Cleveland; E. R. Herkner, WHSK Lafayette, Ind.; G. J. Higgins, WISH Indianapolis; Hugh Higgins, NAB, Washington; J. M. Higgins, WTHI Terre Haute, Ind.; C. M. Hunter, WHK Cleveland.

I

R. L. Irwin, Dow, Lohnes and Albertson, Washington.

J

F. M. Jackson, WPAY Portsmouth.

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INTRA-STORE TV

Proves Success for Parker's

THREE DAYS of experimental intra-store television arranged with the cooperation of WOC Davenport and RCA, have proved a "tremendous commercial success" for the M. L. Parker Co., Davenport department store.

Parker's is one of Davenport's leading department stores, and has been a long time client of WOC—with excellent results, Buryl Lottridge, WOC vice president, reports. Commercial department of the station was instrumental in presenting the commercial possibilities of this showing to R. V. Boom, advertising director and sales promotion manager of Parker's, who contracted with RCA for the three day intra-store video demonstration called "Backstage with Television."

Mr. Lottridge took an active part in the preparation of scripts and programs before the RCA team arrived and worked as a cameraman and floor director during the demonstration.

It was estimated by Mr. Boom that over 15,000 people saw all or part of the television program from the studio or from one of the 25 sets placed on the seven selling floors of the store. "The event was a tremendous commercial success for the store," Mr. Boom said.

In his evaluation of the demonstration, Mr. Boom continued:

Parker's test demonstration of television proved rather conclusively to us that television offers a potent medium for department store sales promotion. We were in a position during the demonstration to follow television through from start to actual presentation, and to accurately analyze sales results and customer reaction.

Although an increase in sales was noted in all departments, those departments showing the greatest increase were those that actively participated in the show. As a direct result of our 15 minute millinery style show, hat sales jumped to a new July high. This was rather surprising as the models shown were expensive ($25 to $50) hats by Milgrim, G. Howard Hodge, Francis Adams and other famous designers. Many of the customers who watched the millinery show at telesites located throughout the store went immediately to the hat department to try on the hats themselves. We know of one instance, during the first day's show, when a hat being modeled was sold while the show was still in progress.

As a result of our hair styling show, presented by Dermot of London and featuring his short, short "baby-curl cut," women in the quad-cities flocked to Parker's to have their hair cut to the new length. Right now our Beauty Salon is turning away appointments daily and is completely booked up to the first week in September.

"Around the Clock Fashions," a half-hour show of autumn ready-to-wear and lingerie, stimulated business in all fashion departments. Many sales can be directly attributed to the show, and we are still being asked to show customers "that dress I saw on television."

As I mentioned before, the greatest results were noticed in the beauty salon, fashion and millinery departments, but cooking and ironer demonstrations increased traffic to our appliance center. Static displays of handbags, toys, men's furnishings, children's wear and luggage were used as fillers to good advantage.

The evening before the three-day demonstration opened, we gave a press preview attended by 200 radio and newspaper representatives, civic and business leaders and clergy. All those interviewed simultaneously over radio station WOC and television said they believed television could be used in their field to good advantage. As one of the clergymen pointed out, television would widen his contact with his congregation who are unable to attend church.

Attendance was good all three days of the show. We clocked 9,500 people to the second floor where the stage and television equipment and cameras were located, and we estimate that 15,000 people were attracted to the store by the television demonstration.

Continuous live programming was maintained from 9:30 a.m. to 5:00 p.m. during the demonstration. Programs included commercial showings of store merchandise, professional and amateur talent and audience participation. Two half-hour marionette shows were presented daily by Ethel Hanley, assisted by Mary Fleuhrer. George Sontag and Marjorie Meinert, WOC piano artists, also appeared twice daily on their own program, *Study in Black and White*. Newscast was presented each day at noon by WOC with still pictures from *The Democrat and Times Leader* and AP wirephoto service. Other entertainment periods featured the M. L. Parker Co. chorus, dancers from Rae and Frank &

(*Continued on page 71*)

WOC executives practice camera technique on singer Joyce Foster. Behind the cameras are (l to r) George Moisan, account executive; Mr. Lottridge, and L. O. Fitzgibbons, commercial manager. WOC staffers are manning the booth.

Mr. Lottridge (l) checks the script and merchandise for the millinery show with Mr. Boom and his assistant, Joan Uken.

Ethridge Chairman Of Advisory Group

MARK ETHRIDGE, publisher of the *Louisville Courier-Journal*, which operates WHAS Louisville, was selected by President Truman last week to serve as chairman of a new U. S. Advisory Commission on Information. The Commission will keep abreast of world developments and advise the State Dept. on operation of its foreign information program.

Mr. Ethridge

Named to serve with Mr. Ethridge on the Commission were four other outstanding Americans. They are: Justin Miller, president of NAB; Philip D. Reed, chairman of the General Electric Co.; Mark A. May, director, Institute of Human Relations, Yale U., and Erwin D. Canham, editor, *Christian Science Monitor*, and president of the American Society of Newspaper Editors.

Created by the 80th Congress, the Commission was set up to formulate and recommend to Secretary of State George C. Marshall a foreign information policy which will promote better understanding and relations between the U. S. and foreign nations.

All activities of the department's information program will come under the surveillance of the new Commission. These include the "Voice of America" broadcasts, movies, newsreels, and weekly and monthly publications. Activities of press officers abroad will also be considered.

'SCOTT DECISION'

Kersten Asks Clarification

By ED KEYES

THE POSSIBILITY was advanced last week that the House Select Committee, credited with taking broadcasters off the Port Huron hook, might also be asked to seek clarification of FCC's famed "Scott Decision" allowing equal air time for atheists.

Rep. Charles J. Kersten (R-Wis.) has indicated his intentions of bringing the "Scott Decision" to the attention of the House Committee, headed by Rep. Forest A. Harness (R-Ind.), BROADCASTING learned last Wednesday. The investigative committee which Congressman Kersten proposed to acquaint with the decision on religious programs a fortnight ago extracted from FCC Chairman Wayne Coy explanations substantially allaying fears held by broadcasters that they might face punitive actions as the result of routine processing of political broadcast material [BROADCASTING, Aug. 9].

Meanwhile a subcommittee of the Senate Interstate and Foreign Commerce Committee was reportedly preparing to ask all government agencies concerned in its vast inquiry into all phases of communications [BROADCASTING, Aug. 9] to begin assembling material for presentation to the Senate group. The House Select Committee investigating the FCC was continuing its probe but had no hearings scheduled in the immediate future.

Comment in 'Record'

During discussions in the House of Representatives Aug. 7, Rep. Kersten asked leave to extend his remarks on the "Scott Decision" to the *Congressional Record*.

In the *Record*, Congressman Kersten commented that "atheists have no more standing to ask for equal time with religious programs over the air than violators of the moral law would have the right to expound immoral ideas on an equal basis with time granted to those who defend the moral law."

Definition Difficult

The legislator acknowledged "the general rule of the Federal Communications Commission that equity should be observed by radio stations in granting equal opportunity to opponents on different sides of a controversial public question is a good one. However, there may be difficulty at times in determining what is a controversial public question."

He described FCC's attitude in refusing WHAM Rochester, N. Y., a full three-year renewal as "strange" and warned that "if FCC gives way to the proponents of the atheist side of this controversy it will be falling into a dan

(*Continued on page 72*)

TV COUNT

185 Applications in Hearing

REFLECTING the no longer disputed limitations of television's current share of the spectrum, an unofficial survey of FCC's video workload last week showed 185 applications —more than 60% of all pending—are either in hearing or awaiting hearing.

Except in rare instances they are in hearing for only one reason—not enough channels to meet the demand. Not all of those which will eventually go to hearing have yet been designated.

The survey produced a state-by-state list, based on FCC's records, which reports construction permits outstanding for 111 stations, of which 23 are on the air, plus seven stations operating under regular licenses. Another station is on the air under temporary authorization, operating commercially but using an experimental call until FCC acts on the licensee's commercial application (Don Lee's W6XAO Los Angeles).

The records also showed 301 pending applications, of which 185 were in hearing in addition to one construction permit involved in hearing.

Following is the list compiled from FCC records, showing the status as of Aug. 12. "CP" indicates that a construction permit has been issued; those marked "O" are operating under special temporary authorization and those indicated by "L" are operating under licenses. "A" denotes application; "A-H", application in hearing. Use of the reference "See also" means more than one city is in the metropolitan district involved.

Status	City and Applicant	Call Letters	Channel No.
	ALABAMA		
	Birmingham		
CP	Birmingham Bcstg. Co.	(WBRC-TV)	4
A	Birmingham News Co.		9
CP	Voice of Alabama	(WAFM-TV)	13
	ARIZONA		
	Phoenix		
A	KTAR Bcstg. Co.		4
CP	Phoenix Tele. Co.	(KTLX)	5
	ARKANSAS		
	Little Rock		
A	Mid-South Tele. Bcstg. Co.		10
A	Southwestern Pub. Co.		8
	CALIFORNIA		
	Bakersfield		
A	Paul R. Bartlett		8
A	Mrs. Pearl Lemert		10
	Fresno		
A-H	California Inland Bcstg. Co.		5
A-H	Donroy Bcstg. Co.		4
A-H	KARM, George Horm Station		7
A	Edward Lasker		7
A-H	McClatchey Bcstg. Co.		7
A-H	Tele. Fresno Co.		2
	Los Angeles		
CP	ABC	(KECA-TV)	7
CP	Earle C. Anthony Inc.	(KFI-TV)	9
CP	KMTR Radio Corp.	(KLAC-TV)	13
A-H	Don Lee Bcstg. System	(W6XAO on air)	2
CP	NBC	(KNBH)	4
O	Paramount Tele. Productions	(KTLA)	5
CP	Times-Mirror Co.	(KTTV)	11
	Oakland (see also San Francisco)		
A-H	KROW Inc.		11
	Riverside		
CP	Bcstg. Corp. of America (Mod. pending for 13)	(KARO)	1
	Sacramento		
A-H	Central Valleys Bcstg. Co.		6
A-H	HARMCO Inc.		3
A-H	McClatchy Bcstg. Co.		10
A-H	Sacramento Broadcasters		6
A-H	M. R. Schacker		6
	San Diego		
A-H	Airfan Radio Corp.		10
A-H	Balboa Bcstg. Co.		3
CP	Jack Gross Bcstg. Co.	(KFMB-TV)	8
A-H	Don Lee Bcstg. System		6
A-H	McKinnon Pub. Inc.		6
A-H	Television Bcstg Co.		10
A-H	San Diego Bcstg. Co.		10
A-H	Video Bcstg. Co.		3
A-H	Leland Holzer		10
	San Francisco (see also Oakland)		
CP	ABC	(KGO-TV)	7
CP	Associated Broadcasters Inc.	(KPIX)	5
	San Jose		
A-H	F.M. Radio & Tele. Corp.		13
A-H	Radio Diablo		13
A-H	Video Bcstg. Co.		13
	San Luis Obispo		
A	Valley Electric Co.		3
	Santa Barbara		
A	M. R. Schacker		6
	Stockton		
CP	E. F. Peffer	(KGDM-TV)	8
	COLORADO		
	Denver		
A-H	Alladin Tele. Inc.		9
A-H	Daniels & Fisher Stores		4
A-H	KLZ Bcstg. Co.		7
A-H	KMYR Bcstg. Co.		4
A-H	Landon Tele. Bstg. Co.		5
A	Edward Lasker		2
A	Gifford Phillips		9
A-H	Denver Tele. Co.		2
	CONNECTICUT		
	Bridgeport		
A	Yankee Network		10
	Hartford		
A-H	Conn. Bcstg. Co.		10
A-H	Hartford Times		10
A-H	Travelers Bcstg. Service Corp.		10
	New Haven		
O	Elm City Bcstg. Corp.	(WNHC-TV)	6
	Waterbury		
A-H	Nutmeg State Bctsg. Co.		12
A-H	Conn. Radio Foundation		12
	DELAWARE		
	Wilmington		
CP	WDEL Inc.	(WDEL-TV)	7
	DISTRICT OF COLUMBIA		
	Washington		
CP	Bamberger Bcstg. Service	(WOIC)	9
O	Allen B. DuMont Labs.	(WTTG)	5
O	Evening Star Bcstg. Co.	(WMAL-TV)	7
L	NBC	(WNBW)	4
	FLORIDA		
	Jacksonville		
A	City of Jacksonville		2
CP	Florida Bcstg. Co.	(WMBR-TV)	4
A	Jacksonville Bcstg. Corp		6
A	Metropolis Bcstg. Co.		8
	Miami		
A-H	Fort Industry Co.		7
A-H	Isle of Dreams Bcstg. Corp.		5
A-H	Miami Bcstg. Co.		5
A H	Miami-Hollywood Tele. Corp.		7
CP	Southern Radio & Tele. Equipment Co.	(WTVJ)	4
	Miami Beach		
A-H	A. Frank Katzentine		7
A	WKAT Inc.		7
	Orlando		
A	Orlando Daily Newspapers Inc.		3
A	Sunshine Tele. Corp.		10
	St. Petersburg (see also Tampa)		
A	Pinellas Bctsg. Co.		5
CP	Sunshine Tele. Corp.	(WSEE)	7
	Tampa (see also St. Petersburg)		
A	Gulf Theatres		2
A	Tampa Times Co.		4
A	Tribune Co.		9
	GEORGIA		
	Atlanta		
CP	Atlanta Journal Co.	(WSB-TV)	8
A-H	Ga. Sch. of Tech.		11
CP	Constitution Pub. Co.	(WCON-TV)	2
CP	Liberty Bcstg. Corp.	(WAGA-TV)	5
A-H	E. D. Rivers Jr.		8
A-H	General Bcstg. Co.		11
	Macon		
A	Southeastern Bcstg. Co.		7
	ILLINOIS		
	Chicago		
CP	ABC	(WENR-TV)	7
L	Balaban & Katz	(WBKB)	4
CP	NBC	(WNBQ)	5
O	WGN Inc	(WGN-TV)	9
A-H	CBS		11

(Continued on page 66)

PARAMOUNT SETS UP NEW FILM RATE CARD

PARAMOUNT Pictures Inc., which first previewed its program transcriptions last December, last week issued a new rate card for its 16mm and 35mm transcriptions.

The new card established the following charges for total use in any one day: First 10 minutes at $20 per minute (or $200 for 10 minutes); next 5 minutes at $10 per minute (or $250 for 15 minutes); next 15 minutes at $8.33 per minute (or $375 for 30 minutes); next 15 minutes at $6.67 per minute (or $475 for 45 minutes), and thereafter at $5 per minute (or $550 for 60 minutes).

Recordings are completed in 60 seconds following the programs.

Release Print Prices

Quotations on 16mm Prints

	1 to 9 prints	10 or more
10 min.	$18.00 each	$14.40
15 min.	27.00	21.60
30 min.	54.00	43.20
45 min.	81.00	64.80
60 min.	108.00	86.40

Quotations on 35mm Prints

	1 to 9 prints	10 or more
10 min.	$45.00 each	$36.00
15 min.	67.50	54.00
30 min.	135.00	108.00
45 min.	202.50	162.00
60 min.	270.00	216.00

LUCKIES' GRID SLATE ON TV COSTS $750,000

AMERICAN TOBACCO Co. (Lucky Strikes), pioneer television sportcaster, will spend nearly three quarters of a million dollars on its football schedule this fall, it is estimated.

The client, through N. W. Ayer & Son, New York, will televise college football games beginning Sept. 25 on the following stations: WNBT New York, WABD New York, WBZ-TV Boston, WNHC-TV New Haven, WRGB Schenectady, WBAL Baltimore, WNBW Washington and WTVR Richmond.

Some of the college teams already set for the series are Harvard, Yale, Army, Navy, Princeton, Northwestern, and the U. of Illinois.

Dairy in Capital Drops AM Show; Will Try Video

THOMPSON'S DAIRY, Washington, after approximately 14 years of sponsorship dropped its David Wills news program Aug. 14. The program was heard Mon.-Sat., 7:45-8 a.m., on WMAL Washington. Lewis Edwin Ryan, Washington agency for Thompson's, said the firm's radio appropriation will be channeled into a television program and to other Washington area AM stations, mostly suburban.

Mr. Ryan stated that due to the rapid growth of the Capital's suburban area, and as the result of a successful test campaign on nearby Virginia stations, a more diversified schedule had been planned.

Television program for Thompson's starts tonight (Aug. 16) on WMAL-TV Washington, 7:15-7:30 p.m. The weekly show will feature Dick Mansfield and Jeanne Warner.

Television stories, on other pages, in this issue:

Telestatus: TV Advertisers in July 18
New TV Rate Cards Issued 18
Joint Study of TV-AM Problems Proposed 21
WJZ-TV Gets Underway with Elaborate Inaugural 23
Intra-Store TV Success at Parker's, Davenport 26
Chesterfields to Sponsor Columbia U. Grid Games on TV 29
Phonevision Promotion Doused, AT&T Tells Stand 30
KYW Workshop Includes Television Discussions 36
Old Golds to Sponsor Amateur Hour on AM, TV 42
Video Reception Checked by Pulse 44
Lease for Use of Little Theatre Granted WKY-TV 47
National Television Conference Plans Postponed 69
KLAC-TV Specific Price Tag Sought 70
Wylie of Y&R Says TV Intrudes on Home 74
WENR-TV Chicago Plans Sptember Start 76
KTBI, 'Tacoma Times' Seeking TV Channel 83

For television personnel changes, programs, etc., see various notes departments in this issue

TIME SALESMEN

Status Review Prescribed

STATION salesmen are generally paid in relation to the business they bring in, except on large stations, according to a study just completed by Richard P. Doherty, director of the NAB Dept. of Employe-Employer Relations. Even in the large operations, however, 19% of the salesmen get either commission or salary plus commission.

Mr. Doherty

In analyzing the whole problem of sales from the employe-employer relations viewpoint, Mr. Doherty found that with local retail accounts becoming more important as the industry enters a period of hotter competition as the lush sellers market eases and new stations take the air, it is time to re-examine employment conditions and management control of salesmen.

This competitive trend, he suggested, will make good salesmen an increasingly greater asset to stations. That being the case, he proposed stations "provide the right environment to attract and hold good salesmen. When the scratching gets tough and average per company sales revenue shrinks, it takes skillful sales management and well-conceived compensation and incentive plans to produce good results and maintain a genuine esprit de corps within the sales staff."

Average Weekly Gross Incomes

Average weekly gross income of fulltime salesmen a year ago was found to be $71.32 on small stations, one-half receiving between $57.06 and $88.50. On medium stations the median income was $84.77, one-half receiving between $62.50 and $113.19. On large stations the median income was $106.25, one-half receiving from $91.67 to $145.

Sales managers, it was found, as a rule, get substantially higher incomes than members of their staffs. On small stations, their weekly median income was $91.66 ($75 to $128.32); medium stations, $126.34 ($94.53 to $172.50); large stations, $150.83 ($125.83 to $172.50).

Average gross of parttime salesmen, of course, is well under these averages.

Methods of paying fulltime station salesmen (not including sales managers) followed this station pattern:

	Small	Medium	Large
Straight salary	30%	39%	67%
Straight commission	22	25	8
Salary plus commission	19	20	8
Some other method	4	6	3
None employed	23	10	11
No answer	2	--	3

Main methods of paying sales managers on small stations are straight salary, 40%; salary plus commission, 18%; commission only, 11%; salary plus override on sales of others, 6%.

On medium stations, main methods are straight salary, 47%; salary plus commission, 10%; salary plus override on sales of others, 9%; commission only, 6%.

On large stations, main methods are straight salary, 94%; salary plus override on sales of others, 3%; salary plus commission, 3%.

Station managers on small outlets are paid straight salary in 48% of the cases; salary plus bonus on profits, 33%; salary plus commission, 5%; salary plus override, 4%.

On medium stations, main methods are salary, 55%; salary plus bonus on profits, 30%; salary plus override, 2%; salary, commission and bonus on profits, 2%.

Sales incentive programs enable many small station sales managers to earn incomes equal to the salaries paid on some of the larger stations, the study shows. With competition becoming more serious, more stations are likely to give managers a share in sales revenue, it is anticipated, executive incentives being entirely compatible with the personal part taken by managers in sales, program and technical activities.

The salesman at many stations is "a most important individual in the success story" of the operation, through his sponsor contacts and community activities, Mr. Doherty notes. For salesmen doing a genuinely creative job, he advises, some form of reward is desirable.

Wage Incentive Weighed

Straight commission often tends to keep salesmen working on "the most desirable plums," the study shows, instead of cultivating new accounts. Lack of assured income often leads to employe relations problems.

Straight salary often doesn't give salesmen a share in the fruits of their production, the study observes. "Lasting success may be achieved from a wage incentive program only when it is founded on a genuine balance of fairness and merit to both salesmen and management," it is emphasized.

Sales managers must be careful to avoid unbalanced distribution of favored accounts and potential customers, according to the analysis. Furthermore, "it is illogical to assume that a firm gets the best results from salesmen by keeping them in a state of fear and worry over loss of job. Steadiness in income and sense of job security are conducive to sound employe-employer relations."

In most cases it is desirable for the sales manager to get an override from the commissions of salesmen, or a bonus based on sales results. The sales manager should have a higher income than the men under him, the analysis stresses.

Too few stations have given sufficient thought to differential rates of commission for different types of sales—time, talent, retail, general, marginal time, etc.—and as a result salesmen merely sell spots instead of building specific programs for sale to sponsors. That's where commission incentives can bring in sponsors for marginal time, it is pointed out.

Few stations were found to pay a commission to the salesman who made the original sale after the account has been assigned to another salesman. Moreover, few salesmen are responsible for determining the credit status of their accounts though they should give valuable information to the station management. At many small stations the salesman not only sells an account but collects the payments for these accounts. At larger stations salesmen limit themselves more and more to selling and servicing the account.

Hold Sales Meeting

Importance of regular sales meetings is pointed out in the study along with the observation that far too few stations require salesmen to submit written reports.

Other points: The unsold account is always a potential customer; sometimes it is well to reshuffle accounts among salesmen; often there is a too-low volume of sales revenue for the size of the sales staff; discrepancies in income of members of the sales force are a disturbing factor; relation of sales incomes in relation to other station personnel should be studied, salesmen in some cases lagging behind program and technical staffs within the past few years; unless management faces sales compensation problems, some salesmen will turn to unionization as did foremen. This has occurred already at a few stations.

CBS NAMES GROSSMAN TO OPERATIONS POST

APPOINTMENT of Henry Grossman as CBS director of broadcast operations, including television, AM and FM technical operations, was announced today (Aug. 16) by James M. Seward, network vice president in charge of operations.

Mr. Grossman, who joined CBS in 1930, has been director of technical and building operations for the network since last January. In his new post, which is newly-created, he also becomes Mr. Seward's associate in the supervision of the copyright, construction, mail and file, purchasing, and traffic departments of the network.

Mr. Grossman began his radio career in 1926 on the engineering staff of KYW, then a Chicago station but now in Philadelphia. Subsequently he was chief engineer of WGHP Detroit (now WXYZ) and of WSPD Toledo. He came to CBS as chief audio engineer, and a year later was appointed Eastern division manager. In 1942 he was promoted to CBS technical director and in 1947 became assistant director of operations for the network.

Mr. GROSSMAN

GALLUP AND ROBINSON FORMING SURVEY FIRM

FORMATION of a new firm, Gallup and Robinson, to specialize in the measurement of the effectiveness of advertising, was announced last Thursday by Dr. George Gallup, director of Gallup Poll, and Dr. Claude Robinson, president of Opinion Research Corp. Both Messrs. Gallup and Robinson will continue in their present organizations, the new firm being the only jointly directed enterprise and operated separately from the other organizations.

Object of the new firm is to furnish "an objective appraisal of advertising effectiveness." Chief tools to be used, Dr. Gallup explained, will be the "Impact" methods which measure penetration of sales messages with prospective customers. The new survey of radio advertising "impact," he said, has three aims: (1) to prove listenership; (2) to prove "registration," i.e. that the advertising message and intent is getting across, and (3) to show whether or not the commercials are being heard by prospective customers.

Policy of the new company will be to work exclusively for one client in a given product field. The survey is intended for large, national advertisers and will not be done on a recurrent, regular basis.

Ralph Hagen and George Cole, formerly with Opinion Research Corp., will join the new firm, which will have offices in Palmer Square, Princeton, N. J.

ABC Nets $850,000 First Half of '48

Network and Subsidiaries Clear $520,000 After Taxes

ABC Inc. and subsidiaries last week reported a net income of $850,000 for the first half of 1948, with $520,000 after federal income taxes. The sum was equivalent to 50 cents a share on 1,689,017 shares of $1 par common stock.

Net income for the same period last year was $890,000, or 53 cents a share on the same basis. Gross income from the sale of facilities, talent, lines, etc. was $28,286,574 for the first six months of 1948, as compared to $25,540,628 for the same period in 1947.

Columbia Grid Games On TV; L&M Is Sponsor

LIGGETT & MYERS (Chesterfield cigarettes) will sponsor telecasts of the Columbia U. football games this season on WCBS-TV New York, and possibly the entire CBS television network, the firm's advertising agency said last week. Newell-Emmett, New York, represents L&M.

At least six home games are included in the schedule, and plans are under consideration to telecast the two out-of-town games. L&M sponsorship of the AM broadcasts on WINS New York was announced fortnight ago [BROADCASTING, Aug. 9].

Stations Are to Handle All CBS Co-op Sales

SALES of CBS cooperative shows henceforth will be handled by the stations themselves rather than by the network, it was disclosed last week.

The CBS co-op sales division will devote most of its time to sales promotion and will do no direct selling, according to J. Kelly Smith, CBS director of station administration. Ralph Hatcher, who has resigned as director of CBS co-op sales, will not be replaced, Mr. Smith said.

Salvation Army Series Offered for Local Use

SALVATION ARMY'S national headquarters has announced the release of a series of 13 "inspirational" recordings for local use by radio stations.

The discs, which are titled *Adventures in Faith*, are 15-minute open-enders designed to be opened and closed with live announcements by local officers of the Salvation Army. Topics covered include aid for veterans, problems of alcoholics, and others of a more general nature. The American Federation of Musicians and the American Federation of Radio Artists cooperated in producing the series.

Stations interested are asked to contact Salvation Army officials in their city.

FCC JULY REPORT

FCC MONTHLY report for July shows that as of July 31 the status of broadcast station authorizations and applications was as follows:

	AM	FM	TV
Total authorized	2,039	1,012	119
On the air	1,820	581[1]	30
Licensed	1,723	165	7
Construction permits	316	746	112
Conditional grants		101	
Total applications pending	1,413	443	338
Requests to change existing facilities	293	6	15
Requests for new stations	562	182	299
Deletion of permits in July	3	9	---
Deletion of licenses	1		---
Deletion of licenses	---	3	---

[1] Includes 22 conditional grants and 397 construction permits.

5TH NETWORK HEARING CONTINUED TO AUG. 23

HEARING on a motion for probation for the three principals in the fifth network (Radio America Inc.) case—Paul M. Titus, Rudolph J. Fjellstrom and Charles J. Husband—has been continued to Aug. 23 on request of San Francisco's probation officer, who said he wished more time to complete his report.

The hearing had been slated for Aug. 9, and the court, in granting the continuance, stated that no further continuances would be granted after this one. The principals, none of whom was in court, were represented by counsel.

Mr. Titus, Mr. Fjellstrom and Mr. Husband are principals in North American Broadcasting Service Inc. (forerunner of Radio America Inc.), which was indicted by a San Francisco County Grand Jury in January [BROADCASTNG, Jan. 26] on charges of violating the California Corporate Securities Act.

Prominent broadcasters have been mentioned from time to time as being identified with the fifth network plan, but there has been no recent announcement from Mr. Titus or any of his associates on this point.

Kudner Names Cashman Radio Department Head

EDMUND L. CASHMAN, head of the Hollywood office of Kudner Agency Inc., has been appointed director of the radio department of the agency in New York, it was announced last week by Myron P. Kirk, executive head of the firm's radio and television section.

Mr. Cashman

For the past 18 months Mr. Cashman has been associated with the Hollywood office of Kudner. Prior to that he was a vice president of Foote, Cone & Belding, and for some time produced the Lucky Strike show, later becoming account executive for the American Tobacco Co.

Cake Mix on Market

GENERAL Foods Corp., New York, announced last week that its newest product, Swans Down Instant Cake Mix, is now on the market nationally. Advertising is expected to be similar to that of other GF products, although no specific plans have been announced.

Drawn for BROADCASTING by Sid Hix

"I just don't seem to have any sales resistance!"

Let FCC License Networks — Durr

Religious Radio Workshop Given Former Commissioner's Views

PRESENT STRAIN between FCC and the networks can be eliminated by federal legislation giving the Commission power to license networks, Clifford J. Durr, former FCC commissioner, told members of the U. of Chicago Religious Radio Workshop last Tuesday.

Appearing in a panel discussion with Erik Barnouw, president of the Radio Writers Guild, and Everett C. Parker, director of the Joint Religious Radio Council, Mr. Durr talked on "Broadcasting in the Public Interest." Pointing out that "stations are caught in a squeeze of FCC regulations on one hand and the power of the networks to cancel their network affiliations on the other," Mr. Durr argued that licensing of networks would permit a review of their programming, as is now done with stations.

Barnouw Cites Freedom

Mr. Barnouw, speaking to 35 religious radio leaders from all parts of the country, said there is "more freedom in writing religious programs today than in any other type, as radio writers continually censor themselves, with an eye to possible embarassment of advertisers and networks." "The corner for radio experimentation is getting smaller and smaller," he said.

Asserting that writers are asked to write in terms of formulae which are "safe" rather than in terms of realities, Mr. Barnouw said that radio operates on the theory that the "customer (or listener) is always right. A problem more important than censorship in radio is that of the lack of cooperation by stations and networks in production of public service programs."

The workshop will end Aug. 27, when awards for outstanding religious programs will be given.

Sponsors Grid Scores

U. S. ARMY and Air Force will sponsor a Saturday evening review of football scores and highlights (6:45 to 7 p.m. CDT) on 270 MBS stations starting Sept. 18 for 13 weeks, through Gardner Advertising, St. Louis. Show will be conducted by Mel Allen. West Coast repeat will be aired at 7:15 p.m. PDST, with additional Pacific Coast scores by Bill Symes.

WSB-TV Joins NBC

WSB-TV Atlanta, which will begin test patterns this week preparatory to going on the air Sept. 29, last week was signed as an NBC affiliate. John Outler is station manager. WSB-TV will broadcast on Channel 8 (180-186 mc) with 5 kw visual power and 2.5 aural. Its parent station, WSB, also is an NBC affiliate.

TWENTY years in radio were celebrated during a special broadcast last week by Vic Diehm (r), general manager of WAZL Hazleton, Pa. Mr. Diehm is shown with his first radio boss, Ray Gaul, manager of WRAW Reading, Pa.

100 Million Receiving Tubes Sold in 6 Months

DURING the first half of 1948 more than 100 million radio receiving tubes were sold by member-companies of the Radio Manufacturers Assn., according to an RMA report issued last Friday. Sales in June rose slightly over those in May but were under sales of the preceding four months.

Total half year sales were 100,005,963, while June sales reached 15,114,272. The half year sales were divided as follows: 72,543,504 for new sets, 20,280,996 for replacements, 6,644,749 for export, and 536,714 for government agencies.

Iowa AP Group

IOWA station representatives will convene for an Iowa Associated Press group organizational meeting Sept. 24 at Cedar Rapids, with WMT and KCRG as host stations. L. P. Yale, AP state bureau chief, will conduct the day-long session. The next day the school of journalism at the U. of Iowa will entertain the expected 60 persons at the Iowa-Marquette football game at the school stadium.

FMA CONCLAVE

Name Six Committees For Chicago Meet

SELECTION of six committees to assist Marion Claire, chairman of the FM Assn's second annual convention to be held Sept. 27-28-29 in Chicago, was announced last week by FMA.

The committees, named by FMA President Everett L. Dillard and approved by the FMA board, will serve under Miss Claire, director of WGNB Chicago, the *Tribune* FM station. Miss Claire was elected convention chairman at a board meeting last May.

The committees follow:

AGENDA—C. M. Jansky Jr., Jansky & Bailey, Washington, D. C., chairman; Gaines Kelley, WFMY Greensboro, N. C.; Fred Weber, WDSU-FM New Orleans; James H. Moore, WSLS-FM Roanoke, Va.

RECEPTION—Frank A. Gunther, vice president, Radio Enginering Laboratories, New York; William J. Halligan, president, The Hallicrafters, Chicago; Thomas F. McNulty, WMCP Baltimore; Ray E. Dady, KWK-FM St. Louis; Ben Strouse, WWDC-FM Washington; Matthew H. Bonebrake, KOCY-FM Oklahoma City; Howard Lane, Marshall Field Enterprises, Chicago.

REGISTRATIONS AND MEMBERSHIP—Harold Essex, WSJS-FM Winston-Salem, N. C.; William E. Ware, KFMX Council Bluffs, Ia.; E. J. Hodel, WCFC Beckley, W. Va.; Charles D. Lutz, KYFM San Antonio, Tex.; George L. Sutherland, WAMS-FM Wilmington, Del.

EXHIBITS—Sam Insull Jr., Stewart-Warner Corp., Chicago; Stanley H. Manson, Stromberg-Carlson Co., Rochester, N. Y.; Thad Holt, WAFM Birmingham, Ala.; Milton B. Sleeper, FM and Television, Great Barrington, Mass.; Raymond F. Kohn, WFMZ Allentown, Pa.

ENTERTAINMENT—Edward A. Wheeler, WEAW-FM Evanston, Ill., chairman; Bert Lown, Associated Program Service, New York; C. O. Langlois, Lang-Worth Feature Programs Inc., New York; A. J. Kenderick, World Broadcasting System, New York; Milton Blink, Standard Radio Transcription Services Inc., Chicago; Walter Davidson, Capitol Records, Hollywood, Calif.

PUBLICITY—Paul W. Reed, WFAH Alliance, Ohio, chairman; Thomas B. Tighe, WJLK Asbury Park, N. J.; Dan E. Jayne, WELL-FM Battle Creek, Mich.; John K. West, RCA Victor Division, Camden, N. J.; Stanley Glaser, Crosley Division, Avco Mfg. Corp., Cincinnati; O. H. Brown, Eitel-McCullough Inc., San Bruno, Calif.; Roy Jordan, General Electric Co., Syracuse, N. Y.; Jerry Stone, WDNB-FM Daytona Beach, Fla.; Leonard Higgins, KTNT Tacoma, Wash.; Robert E. L. Moore, Transradio Press Service, New York; Fred W. Fischer, Westinghouse Electric Corp., Baltimore.

Nominating Group Selected by FMA

A NOMINATING committee to select candidates for six vacancies on the FM Assn. board of directors was announced today (Aug. 16) by Everett L. Dillard, FMA president. Election will take place at FMA's second annual convention in Chicago Sept. 27-28-29.

Named to the nominating committee were Matthew H. Bonebrake, vice president and general manager, KOCY-FM Oklahoma City, chairman; Gaines Kelley, general manager, WFMY Greensboro, N. C.; Ben Strouse, vice president and general manager, WWDC-FM Washington, D. C.; Robert M. Beer, co-owner, WATG Ashland, Ohio; Thomas B. Tighe, manager, WJBK Asbury Park, N. J., and Charles D. Lutz, general manager, KYFM San Antonio.

Five candidates will run for three-year terms to succeed five whose terms expire with the convention. The sixth will fill the unexpired term of W. R. David, resigned. Mr. David had been selected for a three-year term as a representative of General Electric, but he is now a vice president of WPTR Albany, N. Y. He resigned last week. His successor will serve until the third annual convention in September 1949.

Directors whose terms expire with the second annual convention are:

Marion Claire, WGNB Chicago; Frank A. Gunther, Radio Engineering Laboratories, Long Island City, N. Y.; Raymond F. Kohn, WFMZ Allentown, Pa.; M. S. Novik, Unity Broadcasting Corp., New York, and Stanley W. Ray Jr., WRCM New Orleans.

Holdover members of the FMA board are: Everett L. Dillard, WASH Washington and KOZY Kansas City; Roy Hofheinz, KOPY Houston; C. M. Jansky Jr., Jansky & Bailey, Washington, and Thomas F. McNulty, WMCP Baltimore, who have another year to serve. E. J. Hodel, WCFC Beckley, W. Va.; E. Z. Jones, WBBB-FM Burlington, N. C.; Ben Strouse, WWDC-FM Washington; David G. Taft, WCTS Cincinnati, and William E. Ware, KFMX Council Bluffs, Iowa, all of whom have two years more to serve.

PHONEVISION

Promotion Is Doused; AT&T Tells Stand

A DASH of cold water was spattered on Zenith Radio Corp.'s Phonevision promotion last week by the American Telephone & Telegraph Co., in a letter designed to "correct the misunderstandings that now exist."

The telephone company wrote Comdr. E. F. McDonald Jr., Zenith president, that the Bell System companies do not consider it "appropriate" for them to "sponsor or undertake Phonevision" on their own initiative and that actually, despite reports to the contrary, "there are good reasons why the Bell companies would probably not find it practicable to do more than provide circuits to any prospective customers desiring such facilities."

The letter noted that AT&T had offered in June 1947 "to conduct tests over telephone company lines when your development reached the stage to make this desirable." The letter added: "While one of our people viewed a preliminary model of your set, we have not been advised that your development has been completed."

★

The letter was signed by J. J. Hanselman, assistant vice president, who told Comdr. McDonald that "if you have any questions regarding this matter or would like to discuss it further, we should be glad to do so."

Text of Letter

Text of the letter, which was dated Aug. 4 and released last week (in references to "telephone companies" Mr. Hanselman is speaking only for the Bell System companies):

Dear Commander McDonald:

In view of numerous questions raised with us by others we believe that there is considerable public misunderstanding concerning certain information which has been given out regarding phonevision. Misunderstanding of this

(*Continued on page 86*)

ABC Communism Show Wins Grocers' Applause

ABC COMMENTATOR Jack Beall and the network last week received the plaudits of the National Assn. of Retail Grocers for Mr. Beall's 15-minute program on Communism heard at 6:45 p.m. Saturdays.

In a resolution adopted at their convention, the 400,000 independent food merchants highly commended ABC for what it termed an "outstanding public service." The program was described as "the only network program which consistently, systematically, and exclusively concerns itself with the Communist threat to this country and the world."

FCC and Industry Study Radiations

Tighter Transmitter Standards May Result From Meeting

RECOMMENDATIONS for stricter suppression standards for transmitters in the broadcast as well as nonbroadcast field probably will be developed by FCC as an outgrowth of an informal FCC-industry engineering conference held last Tuesday to study the problem of interference caused by spurious radiations.

Spurious and harmonic radiations are a bugaboo to television in particular and also to FM. The conference, of an exploratory nature, was attended by some 70 industry and government representatives, mostly from manufacturers of mobile equipment, who were asked by the Commission to make available any material they might have which deals with the suppression problem.

It was brought out that receivers as well as transmitters contribute to the interference problem but it was thought unlikely that FCC's recommendations—when they come—will apply to receiver design since the Commission's authority in this field is admittedly in doubt.

ARRL Channel 2 View

During the course of the discussions George Grammer of the American Radio Relay League reiterated his argument that Television Channel 2, which suffers more interference from harmonics from amateur and other operations in the 27 mc area, should have been deleted rather than Channel 1.

John A. Willoughby, FCC's acting chief engineer, was in charge of the conference, assisted by members of the engineering staff including Edward W. Allen Jr., chief of the Technical Information Division; Curtis B. Plummer, chief of the Television Broadcast Division; Glen E. Nielsen, chief of the Public Safety & Special Services Division; Edward W. Chapin, chief of the Laboratory Division.

A Hyphen Triumphs!

THE HYPHEN has finally been promoted from the obscure ranks of mere punctuation marks to a position of prominence—at least in Cincinnati. It achieved recognition last week when Crosley Broadcasting Corp.'s Cincinnati video station changed its call letters from WLWT to WLW-T. In its important role the hyphen preserves the identity of WLW in the call letters, indicates WLW-T's association with the AM outlet, and identifies the outlet, without question, as television, by isolating the "T" from the preceding letters.

How to cool off

Polar bears have one method. They just dive into the pool and take a swim.

Time-buyers who are hot and bothered about a sales problem in the rich Baltimore market have an equally efficient way to cool off. They just buy W-I-T-H, the BIG independent with the BIG audience. This will positively solve the problem.

Yes, sir! It's as simple as that! You see, W-I-T-H delivers more listeners-per-dollar than any other station in town! It covers 92.3% of all the radio homes in the Baltimore trading area.

So if you're looking for low-cost sales in Baltimore, W-I-T-H is your best buy. We say so. Advertisers say so. Time-buyers say so. Call in your Headley-Reed man today and get the full W-I-T-H story from him.

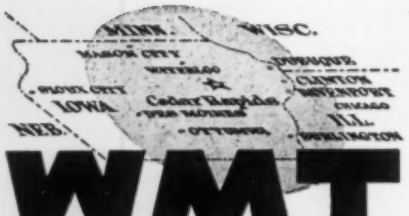
W-I-T-H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

IN THE HEART OF WMTland, 20 miles from Cedar Rapids, lies Homestead, one of seven small communities comprising the Amana colonies. Interesting politically and socially, the colony is a business corporation, with most of its 1500 stockholders working and living in the colony. They operate 26,000 acres of good Iowa farm land. Their woolens, hams, and deep freeze units are sold throughout the nation.

WMT's advertisers regularly reach Homestead—and hundreds of other equally prosperous farm and factory areas in Iowa. Stake your claim to these important twin markets via WMT—Eastern Iowa's only CBS outlet. Ask the Katz man for details.



WMT

CEDAR RAPIDS

5000 Watts 600 K. C. Day and Night

BASIC COLUMBIA NETWORK

UNION TIFF

Court Restrains IATSE Activity at WJZ-TV

(Story on WJZ-TV Inaugural on page 23)

AN ORDER restraining the International Alliance of Theatrical Stage Employes from interfering with operations of WJZ-TV New York was extended to Aug. 31 by Judge Samuel H. Kaufman of the U. S. District Court of New York last week.

The original order had been issued Aug. 9 at the request of the NLRB in the form of an injunction to obviate the possibility of interference with the WJZ-TV opening the following night by a jurisdictional dispute between the IATSE and the National Assn. of Broadcasting Engineers and Technicians (NABET). It would have expired last Saturday after a five-day period.

In granting the extension, purpose of which is to give IATSE attorneys more time to "show cause" why the injunction should not be made permanent, the court noted that is was ordered without prejudice to either party.

Differences Claimed

The crux of the dispute, according to ABC President Mark Woods was this: IATSE asked 50% jurisdiction over the video cameras at the opening. ABC's contract with NABET gives the latter union jurisdiction over all technical equipment, including all of the television cameras.

After issuance of the original temporary injunction against the IATSE, the union's president, Richard F. Walsh, bitterly questioned the legality of the move in a statement issued in Cleveland, where the union's executive board was meeting.

"If necessary—and I don't think it will be, because we will get redress before that—we will take this matter to the Supreme Court of the United States," Mr. Walsh declared.

The union president criticized the NLRB for not consulting with the IATSE to ask its version of the dispute before obtaining an injunction. "The board would have found," Mr. Walsh said, "that a very satisfactory and peaceful arrangement of a similar kind was made between the International Brotherhood of Electrical Workers and the IATSE when CBS arranged for the televising of the stage play. 'Mr. Roberts,' on Broadway. The board would have been informed that ABC offered to pay our members stand-by time in violation of the law, and that we refused to make that arrangement because we have always opposed stand-by compensation."

NLRB Criticized

And he added: "The injunction in this case was based on statements of one side only—presented by the ABC and an unaffiliated group called the National Assn. of Broadcasting Engineers and Technicians. It was issued without notice to the IATSE, and without a hearing accorded to the IATSE."

Mr. Woods said the court's granting of a restraining order against the union was ". . . recognition by the court that ABC was about to be the innocent victim of a jurisdictional dispute. The American Broadcasting Co. appealed to the NLRB only after exhausting every resource at our command."

Heck Is Production Head For NBC's Central Div.

HOMER HECK, NBC Chicago production director for the past six years, begins work today as production manager for the network's Central Division. He will supervise a staff of seven senior and three junior production directors.

Mr. Heck fills a vacancy created recently when Arthur H. Jacobson was named program manager, replacing Jules Herbuveaux, now manager of NBC's Chicago television operation.

He joined NBC in 1942 in Chicago as production director, directing *The World's Great Novels*, *Tales of the Foreign Service* and other NBC *University of the Air* features. Mr. Heck is an instructor at the annual NBC-Northwestern U. Summer Radio Institute.

Keeping up with WCBS

(NEW YORK'S #1 STATION)

Always alert to the unusual in entertainment, Bill Leonard recently brought his THIS IS NEW YORK listeners to Lake Mahopac, N.Y. for the on-location shooting of Twentieth Century Fox's "Letter to Three Wives." Highlight of his program was a tape-recorded interview with Linda Darnell and Director Joseph Manckiewicz who proffered unrehearsed, spontaneous opinions on the delights and dilemmas of picture making. Leonard's enterprise in story coverage constantly provides fans with an open sesame to the more intimate worlds of theatre, art, and fiction, and places his program on New Yorkers' *preferred* list. THIS IS NEW YORK is a WCBS production, and *another* reason why WCBS (represented by Radio Sales) is the #1 Station in America's #1 Market.

Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
San Diego	KSDJ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS
Terre Haute	WTHI	ABC

Television

Fort Worth-Dallas	WBAP-TV
Louisville	WAVE-TV
New York	WPIX
St. Louis	KSD-TV

XUM

's-Eye Radio"

's MARKET-PLANNED RADIO

HOW do you engage your salesmen—by "basic groups" and "supplementary groups", a dozen or a hundred at a time? And then how do you train them to sell—with one "personality" and one sales appeal, regardless of local preferences or potentials?

Spot radio (Bull's-Eye Radio) is a salesman who can go into any market or markets in the nation—when and where you wish—and can then "work" those markets as required by the individual problems encountered.

Bull's-Eye Radio is *market-planned radio.* It can be used alone, or to reinforce network radio, national magazines, newspapers, farm papers or outdoor. For sixteen years, F & P has devoted itself to Bull's-Eye Radio *exclusively.* We know most of its opportunities, most of its pitfalls, and would be as happy to tell you about the one as the other. Would you like to discuss it with us?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

XUM

ERP REPORT VIA TV

ABC to Present Documentary —On Marshall Plan in Fall—

ANOTHER video "first"—the telecasting of a documentary—is slated for presentation this fall when ABC will offer comprehensive examination of the European Recovery Program. Announcement of the forthcoming production, titled *The Marshall Plan—a First Report*, was made in New York last week by Robert Saudek, vice president in charge of public affairs for ABC.

Scheduled for production on three continents—Europe, North and South America—the documentary will combine live production and specially prepared films made with the assistance of the International Film Foundation. European portion is being filmed in 16 countries.

The documentary will point up the full implications of ERP, illustrating political, social and economic backgrounds and surveying the actual needs and resources of the Economic Cooperation Administration countries.

The ERP report is ABC's seventh such radio document produced by its public affairs department over the past two years, most recent of which was *Communism—U. S. Brand*, aired last Monday.

KYW Workshop Includes Television Discussions

ROLE OF RADIO in world affairs and the place of television in modern broadcasting were subjects of new courses in the sixth annual KYW Radio Workshop for Teachers, which the Philadelphia Westinghouse radio station just concluded.

Supplementing KYW staff men were lecturers from Philco television station WPTZ Philadelphia, local advertising agency executives, officials from the United Nations, representatives of BBC and Radiodiffusion Francaise, together with education authorities. Faculty was headed by Gordon Hawkins, education director of WRS Inc.; W. C. Galleher, education director of KYW; Donald Baird, assistant education director, and Warren Kay, Kathryn F. Bovaird, Gertrude Novokovsky, Lydia M. Ickler and Josephone D'Onofrio, radio assistants for the Board of Education.

Sydney Kaye to Address Television Film Council

SYDNEY KAYE, vice president and general counsel, Broadcast Music Inc., will be guest speaker at the National Television Film Council dinner meeting Aug. 19 at Sardi's, New York. His subject will be "The Right to Perform Music on Television."

Officers and 11 directors will be nominated for election at the September meeting, and the proposed standard exhibition contract will be discussed.

KTUC Tucson, Ariz., lost its front and rear yards in a recent flash flood, but no damage was done to the building. Bulletins of the coming flood given by the station were credited with saving many thousands of dollars in property when residents of the city were warned in time to take necessary action.

'VOICE' EXPANDS

Adds 10 Languages; Ups Programming

ADDITION of ten foreign languages for "Voice of America" broadcasts and an increase of up to 50% in programming to several Soviet satellites was announced last week by the State Dept.

This will bring to 32 the number of languages being used and will boost the present daily program output from 34 to 40 hours. Languages to be added are Arabic, Persian, Turkish, Danish, Norwegian, Swedish, Finnish, Dutch, Portuguese and Ukrainian.

The expansion in languages and programs is possible because of an increased Congressional appropriation of $28,000,000 for the information program for this fiscal year, as compared to only $10,000,000 last year. It was estimated by the State Dept. that at least $7,000,000 of the total will be used for expanding foreign broadcasts.

Other Plans

Other highlights of the proposed expansion plan are:

(1) Four new transmitters at unnamed sites. Present units at Honolulu, Manila and Munich also will be increased substantially.

(2) Listener surveys by private groups in France, Italy, Finland, Sweden and China to determine number of listeners, their habits and kind of programs in which interested. Results would be applied to future programming.

(3) A "large quanity" of musical programs and scripts produced in this country and shipped overseas for transmission on local stations and networks.

(4) Advance schedules of broadcasts printed in ten languages and mailed to 400,000 foreigners.

(5) Listener relations unit to answer some 50,000 letters a month in over 40 languages asking information about the U. S. This unit was once in existence but was dropped when appropriations were cut.

(6) A publicity campaign on "Voice" programs in foreign countries. Will include advertisements and promotional literature in American periodicals now being published for foreign consumption.

New Evidence of Jamming

Shortly after announcing the expansion program, the State Dept. reported new evidence that "Voice" broadcasts beamed to Russia were being jammed by transmitters within the Soviet Union.

According to officials of the department, four daily programs to Russia have been plagued with squeals and howls "for several weeks." Checks by European monitors and direction finders reportedly traced the origin of the interference to central Russia.

Deny Responsibility

The U. S. was experiencing similar difficulty with Far East broadcasts several months ago and lodged a protest with Russia. The Soviet reply denied responsibility for the jamming.

Upcoming

Aug. 23-25: Western Assn. of Broadcasters annual convention, Bessborough Hotel, Saskatoon, Sask.

Aug. 24-27: American Institute of Electrical Engineers, Pacific general meeting, Spokane, Wash.

Aug. 31: Annual Council on Radio Journalism, Cosmopolitan Hotel, Denver.

Sept. 8-9: NAB District 14 meeting, Mammoth Hotel, Yellowstone National Park.

Sept. 12-13: NAB District 17 meeting, Davenport Hotel, Spokane, Wash.

Sept. 14-15: NAB District 16 meeting, Ambassador Hotel, Los Angeles.

Sept. 16-17: NAB District 15 meeting, St. Francis Hotel, San Francisco.

Sept. 18-26: National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Sept. 27-29: FM Assn. annual convention, Hotel Sheraton, Chicago.

Sept. 30-Oct. 3: Institute of Radio Engineers, West Coast convention, Hotel Biltmore, Los Angeles.

Sept. 30-Oct. 3: West Coast Electronic Mfg. Assn., Hotel Biltmore, Los Angeles.

Oct. 4-5: NAB District 13 meeting, Blackstone Hotel, Fort Worth, Tex.

Oct. 5-7: American Institute of Electrical Engineers, Midwest general meeting, Milwaukee.

Oct. 9-10: Mississippi Broadcasters Assn. meeting, Biloxi, Miss.

Oct. 11-12: NAB District 6 meeting, Buena Vista Hotel, Biloxi, Miss.

Report Issued

FCC'S ANNUAL *Statistics of the Communications Industry in the U. S.*, covering the year ended Dec. 31, 1946, went on sale last week at the Government Printing Office, Washington 25, D. C., at 55 cents per copy. The study covers both broadcasting and common carriers, presenting data previously released separately by the Commission.

STOCK DISPUTE

WSNY Co-founder Asks Probe of Partner

A STOCKHOLDER and co-founder of WSNY Schenectady petitioned FCC last week for an investigation of "a series of stock transactions" by which he claimed his partner gained control without his knowledge or FCC's consent.

The charges were filed by George R. Nelson, general manager of WSNY until two months ago, against Winslow P. Leighton, president of the station and partner of Mr. Nelson in the Leighton & Nelson advertising agency at Schenectady.

Mr. Nelson told the Commission that when he returned from a vacation in Florida earlier this year he discovered that Mr. Leighton had bought up interests of other stockholders to a point where he and a sister held control. He charged that Mr. Leighton is the actual owner of the additional shares listed on the books as owned by Mr. Leighton's sister or held for her benefit.

He asked FCC to investigate to determine whether there had been a violation of the section of the Communications Act (Sec. 310b) which prohibits transfers of control without prior consent of the Commission.

Mr. Nelson said that before he went to Florida for a vacation last February he and Mr. Leighton each owned 26 of the 96 shares of stock that had been issued. He said Barbara Leighton, sister of his partner, and Mrs. Florence Walcott, his partner's mother-in-law, had four shares each; that Mrs. Phyllis Lippert, sister-in-law of Mr. Leighton, had one share, and that the remainder was held by local business and professional men, including some of the station's employes. The stock of three of these stockholders, totalling 11 shares, had been acquired for the station treasury, he reported.

Buys Added Shares

His petition claimed that on his return from vacation he found that Mr. Leighton had bought 10 shares of the treasury stock for $4,000 in funds from the advertising agency and divided them evenly between himself and Mr. Nelson, boosting the interest of each to 31 shares and then increasing this to 33 by the divi-

(*Continued on page 73*)

By every measurement WTIC dominates the prosperous Southern New England Market

Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.
WTIC's 50,000 watts represented nationally by Weed & Co.

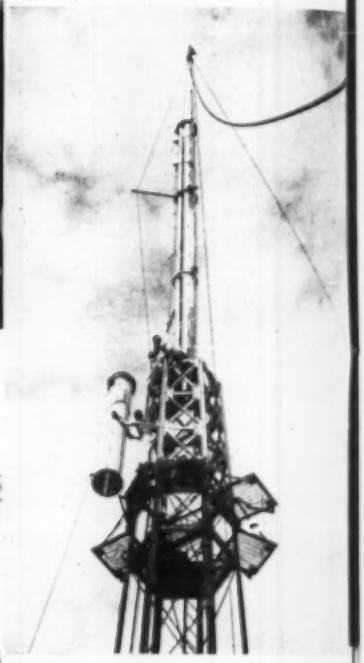
Radiorama

SPONSORSHIP of a two-hour Saturday show and 15-minute programs during the week is accepted for Burt's Inc., by its president, L. O. Klivans (seated), to the manifest pleasure of (l to r) K. K. Hackathorn, WHK Cleveland's general manager; Joseph Beres, salesman, and Jack Maurer, WHK sales manager.

ITALIAN-LANGUAGE transcriptions made by Radiodiffusion Francaise for broadcast by WOV New York are presented. Ceremony participants are (l to r) RDF's Pierre Crenesse and Edward Gruskin, State Dept.'s International Broadcast Division Chief Charles W. Thayer, and WOV's Arnold Hartley and Ralph N. Weil.

CHARADES clues reveal fights will be telecast on WENR-TV Chicago. Charaders (l to r, seated): Alexander Baim, promoter, and Harold Stokes, program director; (l to r, standing) John H. Norton Jr., ABC vice president, and Walter Emerson, legal advisor.

LOOKING OVER Superfortress from which they did broadcast of the Air Force Review by President Truman at Idlewild Airport, New York, are (standing, l to r) Pete Peterson, Gene Cagle, Charlie Jordan and Wally Blanton of KFJZ Fort Worth, Tex. The KFJZ crew took the non-stop round-trip from Carswell Air Force Base, Fort Worth, to Idlewild to originate a broadcast for Mutual.



CROWNING achievement nears as last section of KXOK-FM St. Louis' new RCA 4-section pylon antenna is hoisted 385 feet above street level to place atop Continental Bldg. Now in operation, it provides 16,000-w ERP.

WESTERN STATES first Music Camp is aired on Mutual with aid of (l to r) John Crabbe (unidentified): Edwald Berger, chief engineer, KXOB Stockton, Calif.; Earl Russell, program director, KXOB; Lee Berryhill, chief engineer, KCVN, College of the Pacific FM station.

CARTER RINGLEP (l), general sales manager of CBS-owned and operated KMOX St. Louis, greets Albert J. Gredell as he joins the station as promotion manager. He was with "Chicago Daily News"

FIRST CONTRACT for WXYZ-TV Detroit is negotiated by (l to r) James G. Riddell, general manager; E. G. Wettlaufer, president of Wettlaufer Mfg. Co., sponsor; Marvin Hahn, advertising agent.

IN GROUND-BREAKING ceremonies for WBSM (FM) New Bedford, Mass., are (l to r) E. L. Merritt Jr., program director; Joseph Duchaine, president; O. F. A. Arnold, engineering consultant; Leo LaBrode, architect; Albert Loranger, contractor.

WOW-Land is a BIG Market . . . !

Total Population 3,445,100
Families 946,200

WOW-Land is a Quality Market . !

1947 Retail Sales . . . $3,056,288,000
Grocery Sales . . . $ 700,524,000
Drug Sales . . . $ 102,535,000
1947 Effective Buying Income . . . $4,792,195,000
Average Net Effective Buying Income Per Family . . . $ 4,348

WOW-Land is a Rich FARM Market !

1947 Net Farm Income . . . $1,975,951,000
Average Per Farm . . . $ 6,213

(All figures based on 1948 Sales Management Survey of Effective Buying Income, issued June 15, 1948)

NO OTHER STATION SERVES THIS AREA

Write For WOW's 1948 Coverage Presentation—most complete brand-new fifty-page study.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

TWENTY-FIFTH ANNIVERSARY YEAR

is this the biggest moment in a woman's life?

Barbara Welles gets a new Sally Victor hat and a scoop for her WOR program

BIG MOMENT. The charming, dimpled star of WOR's "The Barbara Welles Show" has the fleeting fidgets as Sally Victor slides the new hat on her head. The famous milliner created the sweeping velour hat especially for Barbara Welles.

RELIEF. "Dazzling," sighs Barbara Welles happily. "Indeed you are," smiles Sally Victor. "I mean the hat," Barbara tosses back. "The hat" was described to hundreds of thousands of women on "The Barbara Welles Show" on WOR.

COMPLIMENTS. "No wonder your listeners depend on you for glamour news," says Sally Victor. Miss Welles waltzes back with: "Just wait until they hear about your Fall Collection." Listeners always meet fascinating people on this famous WOR program.

DELIGHT. Lovely Barbara Welles is delighted with her new hat. Her listeners are delighted with her charm, her poise, her warmth. From its glamour news, its famous guests, to its question-session . . . "The Barbara Welles Show" on WOR is a thirty-minute weekday delight.

heard by the most people
where the most people are

WOR

mutual

BIG TV-AM DEAL

Old Golds to Sponsor Amateur Hour

P. LORILLARD Co. (Old Gold Cigarettes) through its agency, Lennen & Mitchell, New York, last week signed a deal for sponsorship of *The Original Amateur Hour* on both radio, Wednesday 8-9 p.m. on ABC, and the DuMont Television Network, Sunday 7 to 8 p.m. The cost for the dual deal is estimated at $1,500,000 annually.

It marks the first time that the same hour-long commercial series has been signed for both television and radio, the agency announced, and it also marks the first time a commercial series will be televised on a coast-to-coast network.

The radio broadcast will begin on 173 ABC stations on Wednesday, Sept. 29. Contract on radio is for 52 weeks. The television broadcasts will start on the DuMont network, composed of nine stations, on Sunday, Sept. 26.

The television network is said to be the largest yet used for any commercial program and includes the following stations: WABD, DuMont's key outlet in New York; WTTG Washington; WMAR-TV Baltimore; WFIL-TV Philadelphia; WNAC-TV Boston; WNHC-TV New Haven; WGN-TV Chicago; WEWS Cleveland and KTSL Los Angeles. Most of the televised programs will originate in the studios of WABD but the sponsor plans to take the show occasionally to other stations on the DuMont network.

Programs will be supplied to the affiliates in Cleveland, Chicago and Los Angeles by Teletranscription, the DuMont process for transcribing shows off the cathode-ray tube. The contract for the television show is for five years.

Highest Hooper

The Original Amateur Hour had the highest Hooper rating of 46.9 in 1936 for a commercial radio show heard regularly. It originally went on the air in 1934 as a local show but soon was placed on NBC and later on CBS. The master of ceremonies of the new show will be Ted Mack, an understudy of the late Major Bowes, and the program will be produced by the original staff who worked with Major Bowes up until the war.

The program was on the air for 15 successive years. The show made its television debut Jan. 18 of this year on the DuMont network with the title *Original Amateur Hour* and it had reached a rating of 46.8.

In addition to the amateur hour, Old Gold also sponsors part of *Stop The Music* on ABC and uses radio and television for baseball in Brooklyn and Chicago.

Nick Keesely, manager of Lennen & Mitchell's radio and television department, set the deal for the client and the agency.

Jockey Wins Watch

A WRIST WATCH was presented by WCKY Cincinnati to the winning jockey in the sixth and feature race Aug. 4 at Cincinnati's River Downs. The race, the WCKY Handicap, was for a $1,500 purse. Jockey Jim Dobson carried off the honors, including the wrist watch, which was presented by Charles H. Topmiller, WCKY station manager. Gene Schmitt, official track caller, broadcast the feature race daily over WCKY during the River Downs racing season.

CHRC Staff Strikes

FIRST STRIKE in Quebec radio circles took place Aug. 6 when the entire staff of six announcers of CHRC Quebec, walked out after resigning in a body. Station carried continuous recorded program for several hours before replacement announcers could be located.

New TV Rate Cards

(*Continued from page 18*)

(2-T) rate card of WLWT, Crosley Broadcasting Corp. television station in Cincinnati, but no change in rates appears.

The new time segments are coordinated with NBC's video network rate card for WLWT, according to the station's sales director, M. F. Allison.

WLWT sent copies of the new rate card, along with proofs of a half-page WLWT advertisement which appeared in the *Cincinnati Enquirer*, to more than 900 television directors and video time buyers in national and local agencies.

Basic rates for WLWT time, as listed on the 2-T card, are:

CLASS A TIME
6-11 p.m., Mon.-Fri., and 1-11 p.m., Sat.-Sun.

1 hour	$250.00
40 minutes	200.00
30 minutes	150.00
20 minutes	125.00
15 minutes	100.00
10 minutes	87.50
5 minutes	62.50
1 minute	25.00

CLASS B TIME
(All hours not listed under Class A)

1 hour	$187.50
40 minutes	150.00
30 minutes	112.50
20 minutes	93.75
15 minutes	75.00
10 minutes	65.63
5 minutes	46.88
1 minute	18.75

FOR SALE

CHICAGO BUYERS

ONLY

56c

PER THOUSAND

In the center of the dial in CHICAGO

WIND 560	WMAQ 670	WGN 720	WBBM 780	WAIT 820	WLS WENR 890	WCFL 1000	WJJD 1160	WSBC 1240	WGES 1390

5000 WATTS **WAIT** 360 No. Mich. Ave. Chicago 1. ILL.

REPRESENTED BY: TAYLOR • HOWE • SNOWDEN, RADIO SALES, Inc.

LINOLEUM BLOCK PRINT OF VIRGINIA LIVE STOCK FARM BY CHARLES W. SMITH FOR WRVA

Pigs is pigs . . . . except in Virginia!

THE LOWLY swine occupies an exalted position in Virginia's farm picture . . . for when this little pig goes to market it's in the shape of a succulent, mouth-watering ham that's famous the world over. "Virginia Hams", "Smithfield Hams" . . . those are the words that set gourmets to drooling! Yes, hogs have a destiny in Virginia . . . to the extent of $43,820,000 in 1946 . . . a BIG ham-slice in Virginia's livestock enterprises! So, in Virginia, a sow's ear can be made into a silk purse . . . filled with sales dollars from the rich billion-dollar market reached by WRVA's 50,000 watts! WRVA is represented by Radio Sales.

50,000 WATTS . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK

WRVA

SWEETS ELECTED HEAD OF DIRECTORS GUILD

NEW national officers of the Radio and Television Directors Guild elected at recent Los Angeles conclave are William Sweets, New York, president; Charles Vanda, Hollywood, first vice president; Lyle Barnhart, Chicago, second vice president; Robert Lewis Shayon, New York, third vice president; Oliver W. Nicoll, New York, secretary, and William N. Robson, treasurer.

Resolutions passed by the second annual national meeting were: Establishment of a Guild publication; unification of all broadcast unions under Association of Broadcast Guilds and Unions; participation in all FCC hearings which may affect directors; continue organization of all free lance directors in radio and television with view to contracts for them with advertising agencies.

PACIFIC HOOPERS—July 1948

EVENING

Program	Checking Points	Sponsor	Agency	Hooper	Year Ago Hooper	+or−	Pos.
Walter Winchell* (2 mo)	6	Andrew Jergens Co.	(Orr)	22.5	---	-----	--
Boxing Bout	6	Gillette Safety Razor	(Maxon)	17.9	5.6	+12.3	56
Horace Heidt	6	Philip Morris	(Biow)	13.8	---	-----	--
Adv. of Sam Spade	6	Wildroot Co.	(BBDO)	12.9	7.1	+ 5.8	30
Inner Sanctum	6	Emerson Drug	(BBDO)	12.8	9.5	+ 3.3	9
Take It or Leave It	6	Eversharp	(Biow)	12.4	7.7	+ 4.7	20
This Is Your FBI	6	Equitable Life Assurance Society of U. S.	(W&L)	10.5	9.0	+ 1.5	11
Let's Talk Hollywood (Indicative Only)	6	American Tobacco Co.	(BBDO)	10.3	---	-----	--
Break the Bank	6	Bristol Myers Co.	(DC&S)	9.8	7.3	+ 2.5	28
Your Hit Parade	6	American Tobacco Co.	(BBDO)	9.3	10.2	− 0.9	4
Blondie	6	Colgate-Palmolive-Peet	(Esty)	9.2	9.7	− 0.5	7
Twenty Questions	6	Ronson Art Metal Works	(C&P)	9.1	7.8	+ 1.3	18
Stop the Music	6	P. Lorillard Co.	(L&M)	9.1	---	-----	--
Famous Jury Trials	4	General Mills (Knox Reeves)		8.9	7.7	+ 1.2	19
Fat Man (Indicative Only)	6	Norwich Pharmacal	(Gumbinner)	8.8	3.7	+ 5.1	86
Meet Corliss Archer (Indicative Only)	6	Pepsodent Div.—Lever	(FC&B)	3.8	8.0	+ 0.8	15

* Includes first and second broadcasts.

On WSBT, every CBS show has a Hooper that's higher...

Yes, 23% to 202% higher!

WSBT
SOUTH BEND

CBS • 960 KC • 5000 WATTS

WSBT Hooperatings on *all* CBS shows are higher than the national ratings. Not just a little higher, but *much* higher—23 to 202 per cent!* And no other station, either local or out-of-town, even comes close in Share of Audience. It is WSBT—and *only* WSBT—that gives you blanket coverage of the South Bend market.

* Hooper Report, Fall-Winter 1947-48

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Reception of Video Checked by Pulse

Satisfaction Expressed by Majority Of N. Y. and N. J. Viewers

ABOUT three-quarters of the 700 New York and New Jersey television set owners interviewed by Pulse Inc. in July expressed satisfaction with their reception, Pulse said last week.

A breakdown of the responses showed that 519 owners, or 74.2% are satisfied, and 181, or 25.8% are dissatisfied. Reasons were:

	No.	%
General dissatisfaction	16	2.3
Fading	1	.1
Bad reception in general	4	.6
Bad reception, can't receive on WCBS-TV	10	1.4
Bad reception, can't receive on WNBT-TV	4	.6
Bad reception, can't receive on WABD	12	1.7
Bad reception, can't receive on WPIX	80	11.4
Bad reception, can't receive on WATV	67	9.6
Set broken	5	.7
Sound not clear, station interference	8	1.1
Needs frequent servicing	7	1.0
Poor service	10	1.4
Poor visual reception, dark flicker, not clear, blurred, shadowed, etc.	18	2.6
Would like a roof aerial	1	.1
Don't like programs, poor programs, silly programs	4	.6
More programs for women	1	.1
More programs for children	1	.1
Too many sports programs	3	.4
More cultural programs	1	.1
More plays	4	.6
Should be more programs, more stations	4	.6
Total responses	261	37.2*
Total dissatisfied respondents	181	25.8
Total respondents	700	

* Total over 25.8 percent because of multiple responses.

Heart Seizure Is Fatal To JWT's Arthur Hurd

ARTHUR HURD, 48, director of media and research in the J. Walter Thompson Co. New York office, died of a heart attack Aug. 10 at his home in New Rochelle.

Mr. Hurd left Harvard in 1918 to join the Navy in the first World War, after which he took up newspaper reporting and successively served as magazine editor, account executive and marketing director of the Frank Presbrey Co. He also served at one time as director of research for the McGraw-Hill Publishing Co., *Liberty* Magazine and *Newsweek*. He was a past president, vice president and treasurer of the American Marketing Association's New York chapter.

Surviving are his wife, Mary, and a son, Richard A., his mother, Mrs. Grace A. Hamilton, and a sister, Mrs. Helen Barrickman.

KTTV Elects Officers

KTTV Inc., corporate subsidiary of the *Los Angeles Times* and CBS has elected officers and directors to administer the television station owned by the two firms. Officers are Norman Chandler, president; D. W. Thornburgh, executive vice president; Harry Bowers, treasurer; Ned Marr, secretary. Board of directors includes: Phillip Chandler, Norman Chandler, Harrison Chandler, Dr. Frank Stanton, D. W. Thornburgh, Omar Johnson, Ned Marr.

100,000 TICKET HOLDERS JAM-PACK WFBR'S MODERN STUDIOS YEARLY!

The ticket-taker at WFBR's big Studio A is a busy fellow. He collects free admission tickets from over 100,000 loyal WFBR fans that throng the station every year.

What does this mean to you? Plenty! This big crowd is the only **"plus"** of its kind that you can get in Baltimore. It's a home town listener loyalty that is just one of the reasons why WFBR is **first** in the nation's sixth largest market.

This year over 100,000 Baltimoreans will visit WFBR, get their copy of "Let's Listen"(WFBR's program highlight guide), see great shows, look at interesting merchandise displays and generally have a swell time.

In planning your fall time buying, please remember this – in Baltimore it's . . .

WFBR

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

MOST EFFICIENT TRANSMISSION LINE

WTAD-FM did. That's why they selected Andrew 6⅛" coaxial transmission line. In spite of the 800 ft. long run, including a 750 ft. run up the tower, *the overall efficiency is 90%!*

Not only is this 6⅛" line the most efficient standard RMA line used in broadcasting, but it offers the additional advantage of very high power handling capacity. It will handle up to 166,000 watts at 100 MC with unity standing wave ratio, allowing a wide margin for future power expansion.

Fabricated by Andrew in twenty foot lengths with connector flanges brazed to the ends, sections can be easily bolted together with only a couple of small wrenches. Flanges are fitted with gaskets so that a completely solderless, gas-tight installation results.

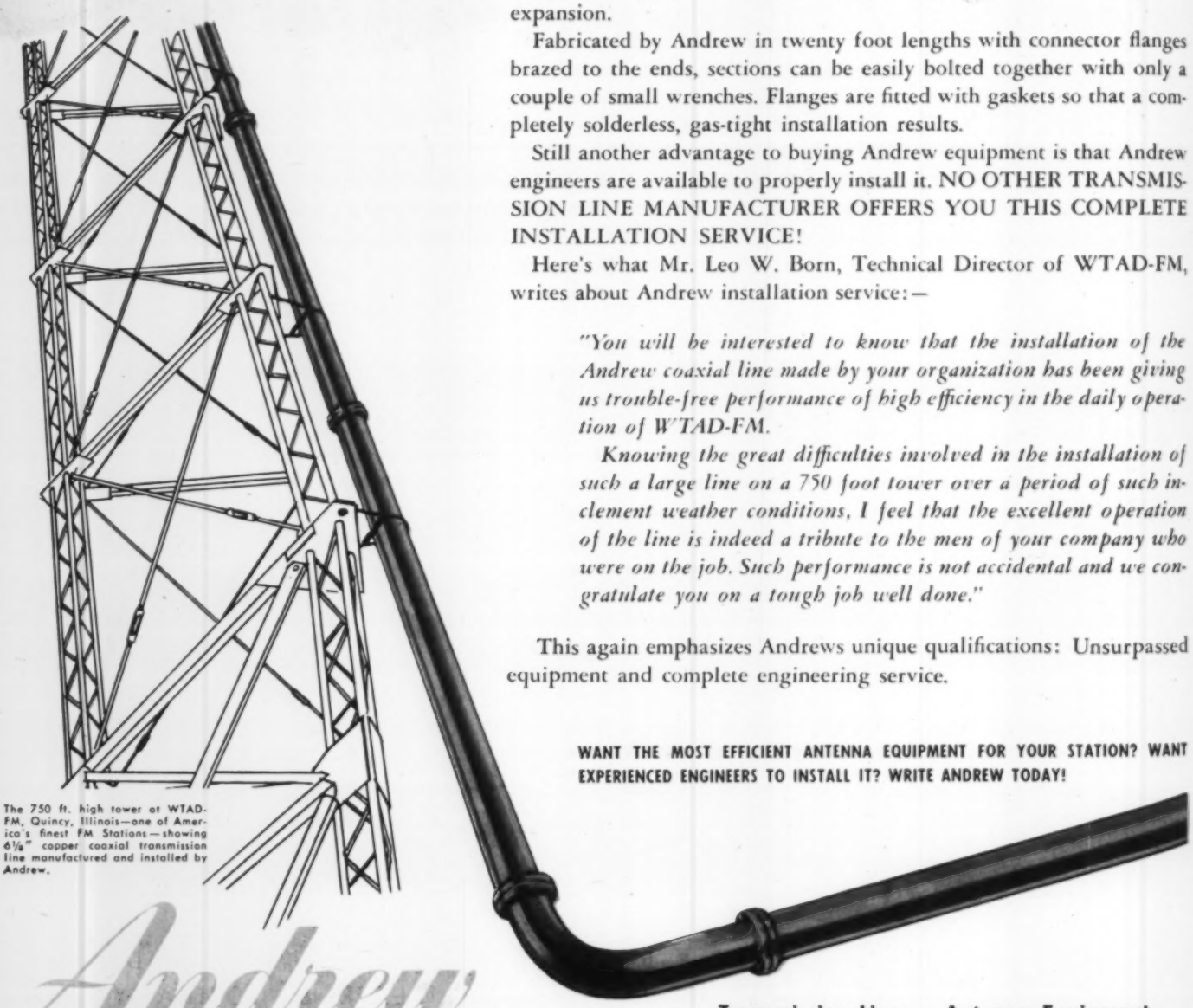
Still another advantage to buying Andrew equipment is that Andrew engineers are available to properly install it. NO OTHER TRANSMISSION LINE MANUFACTURER OFFERS YOU THIS COMPLETE INSTALLATION SERVICE!

Here's what Mr. Leo W. Born, Technical Director of WTAD-FM, writes about Andrew installation service:—

> *"You will be interested to know that the installation of the Andrew coaxial line made by your organization has been giving us trouble-free performance of high efficiency in the daily operation of WTAD-FM.*
>
> *Knowing the great difficulties involved in the installation of such a large line on a 750 foot tower over a period of such inclement weather conditions, I feel that the excellent operation of the line is indeed a tribute to the men of your company who were on the job. Such performance is not accidental and we congratulate you on a tough job well done."*

This again emphasizes Andrews unique qualifications: Unsurpassed equipment and complete engineering service.

WANT THE MOST EFFICIENT ANTENNA EQUIPMENT FOR YOUR STATION? WANT EXPERIENCED ENGINEERS TO INSTALL IT? WRITE ANDREW TODAY!



The 750 ft. high tower at WTAD-FM, Quincy, Illinois—one of America's finest FM Stations—showing 6⅛" copper coaxial transmission line manufactured and installed by Andrew.

Andrew CORPORATION . . . . . Transmission Lines · Antenna Equipment

363 EAST 75TH STREET, CHICAGO 19 • EASTERN OFFICE: 421 SEVENTH AVENUE, NEW YORK CITY

WAY OPEN FOR GRANT OF NEW BALTIMORE AM

THE WAY was apparently cleared last week for FCC to make final its tentative AM station grant to Radio Television of Baltimore, as WLOW Norfolk withdrew its opposition and filed for another frequency.

The Commission has proposed to grant Radio Television's application for a 1-kw daytimer on 1010 kc at Baltimore and to deny the competing bid of WLOW for fulltime use of the frequency in lieu of its present 1590-kc assignment [BROADCASTING, March 22].

WLOW had filed exceptions to this decision and asked for oral argument, but notified FCC last week that it was withdrawing because it "is anxious to explore other possibilities for the improvement of the assignment of WLOW and is prevented from taking such steps at the present time because of the pendency of the [1010 kc] application." It asked that the proposed grant to Radio Television of Baltimore be made final. Simultaneously WLOW served notice that it is applying for 1410 kc with its present power of 1 kw and daytime hours of operation.

Radio Television, permittee of WAAM (TV) Baltimore, which is now in the final stages of construction, is principally owned by Ben and Herman Cohen, who own clothing stores and real estate interests in several cities. Norman C. Kal, head of the Kal, Ehrlich & Merrick agency, is part owner and managing director.

Routine Scheduling

EVEN while vacationing, scheduling is mighty important to Miss Ruth Hardke, for more than 15 years head of the traffic department of WSYR Syracuse, N. Y. She solicited and received from Hugh James, *Sunoco 3-Star Extra* announcer, an itinerary for her Canadian trip insuring a Sunoco station at each service stop. The name Sunoco was not unfamiliar to her as she also had been fitting the name into her station's schedule.

Lease for Little Theatre Use Is Granted WKY-TV

FIVE-YEAR LEASE for use of the Little Theatre auditorium in Oklahoma City's Municipal Auditorium as a television studio has been granted WKY Oklahoma City, which hopes to begin video operations early in 1949, P. A. Sugg, station manager, announced last week.

The Little Theatre, seating 300, has conventional theatre facilities, including stage, lighting, scenery and dressing rooms. Plans for remodeling of the theatre balcony for a control room and observation booth are now being drawn, Mr. Sugg said.

Included in WKY's five-year agreement covering use of the Little Theatre are exclusive rights to televise all Municipal Auditorium attractions. WKY-TV has been assigned Channel 4 (66-72 mc).

Agencies

(*Continued from page 10*)

are in Brenner Bldg., 607 Market St., phone is Garfield 1-0426. **CLIFFORD VLEETH**, former public relations consultant, heads New York office; **WILLIAM SHAY**, formerly producer at CBS and John Guedel Radio Productions, Hollywood, is in charge of New York branch.

WILLIAM ESTY & Co. Inc., Hollywood, moves to new offices in California Bank Bldg., Vine at Selma.

CHELSEA ADV., formerly located at 80 Warren St., New York, moves to 112 E. 19th St. New telephone: Algonquin 4-3773.

TED STEELE has arrived in Hollywood from New York to take up duties as vice president in charge of Hollywood office, Benton & Bowles.

THEODORE M. KAUFMAN, advertising and sales promotion manager of Wallachs Inc., New York, joining Grey Adv., New York, late next month as account executive.

HOLLYWOOD ASSOCIATE PRODUCERS, Hollywood, inactive since 1942, acquires copyright advertising and promotional material being offered by "FM" National Advertising and Publicity firm. Trade name, "FM" National Advertising and Publicity, to be discontinued.

MARVIN B. FAUERBACH, former instructor in advertising production at City College of New York and previously with J. D. Tarcher & Co. Inc. and Lambert & Peasley Inc., both New York, joins Charles M. Storm Co. Inc., New York, as production manager.

BERNY SCHWARTZ, formerly with Fairchild Publications' West Coast office, joins Lander-Young, Los Angeles, as account executive.

KASTOR, FARRELL, CHELSEY & CLIFFORD Inc., New York, moves media department from 9 Rockefeller Plaza to 11th floor at 274 Madison Ave. Remainder of agency is located on the third floor at that address.

PRESTIGE ACCOUNTS SELECT PRESTIGE PROGRAMS

C. F. SAUER CO.

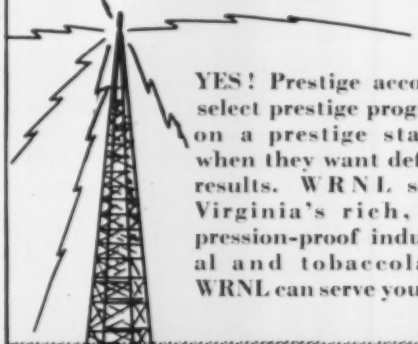
. . . manufacturers of Duke's Home-Made Mayonaise, and fine flavoring extracts, which have repeatedly won grand prize awards for excellence, sponsors . . .

DR. DOUGLAS S. FREEMAN

. . . distinguished author, historian, Pulitizer prize winner, and editor of one of the South's great daily newspapers,

6 DAYS WEEKLY

. . . on his immensely popular NEWS and COMMENTARY program, 8 to 8:15 A. M.



YES! Prestige accounts select prestige programs on a prestige station when they want definite results. WRNL serves Virginia's rich, depression-proof industrial and tobaccoland. WRNL can serve you too!

WRNL 5,000 WATTS 910 KC

RICHMOND, VA.

EDWARD PETRY & CO., INC.,
NATIONAL REPRESENTATIVES

THE WCKY STORY

MAIL *PLUS* RATINGS *MEAN* AUDIENCE

MAIL

Yes, even in the summer months when mail pull is supposed to be bad, WCKY delivers mail and lots of it. In July of this year, WCKY's mail orders INCREASED 59% over July 1947.

Here are a few examples of what WCKY pulled in July 1948:

WCKY pulled 3,721 orders for William Wise & Company for a doctor book selling at $3.98.

WCKY pulled 2,131 orders for the Gaylark Company for seatcovers selling for $3.98 and $7.95.

WCKY pulled 4,289 subscriptions for Southern Farmer Magazine at $1.00 each.

INVEST YOUR AD DOLLAR WCKY'S-LY

RATINGS

In the largest and most comprehensive survey ever taken in Cincinnati, covering November, 1947 to June 1948, with 32,800 interviews made by Pulse, Inc.——

WCKY LEADS ALL NETWORK STATIONS BUT ONE, 8 AM TO 8 PM MONDAY THRU SATURDAY. HERE ARE THE FIGURES:

	WCKY	NETWORK STATION A	NETWORK STATION B	NETWORK STATION C	NETWORK STATION D
Percentage of Audience	19.2	15.4	18.1	26.3	15.6

WCKY IS THE ONLY STATION IN CINCINNATI

THAT CAN GIVE YOU

MAIL plus RATINGS

L. B. Wilson

WCKY

CINCINNATI

New York Office:
Thomas A. Welstead,
53 East 51st St.
New York City
Eldorado 5-1127
TWX: NY 1-1688

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

International Giveaway

CANADA and the United States have much in common, in addition to being continental neighbors. We've fought shoulder-to-shoulder in two wars, and served as the bread-basket of the universe. Canadian customs are more our customs, rather than those of the tight little British Isles to whom she owes allegience.

In radio, Canada has divided her lot, embracing a state-owned system operating in competition with her privately-owned outlets. We won't belabor that paradox now, as we've done time and again.

We received the other day from the Canadian tourist organization a brochure proclaiming that Canada has offered to 300 U. S. stations, as a sustainer, and "free of charge" a series of transcriptions featuring Canadian talent, plus 13 Hollywood stars. While we haven't checked, we assume the series sells tourist travel and cites the virtues of spending U. S. dollars in Canada, to bring about a better balance in international trade.

This is laudable. We should patronize our good neighbors. We have a common cause.

But is there any sound reason why American stations should *give* away their time to promote Canadian travel? The Canadian travel agencies buy pages in color in our class magazines. They buy space in our newspapers. We don't know the tourist organization budget, but we venture it runs several hundred thousand *American* dollars.

Our radio stations have big overheads. They are faced with heavy additional investments. They pay Federal and state and local taxes. They can't expect American business to pay the freight for foreign sustainers that entice away American dollars. This comment is not directed against Canada alone, but against all of our good neighbors seeking international good will, who buy space in the printed media, but expect radio to give it away.

Crocodile Cheers

SINCE the FCC began openly brooding about the legality of giveaway shows, a remarkable number of highly-placed broadcasters have let it be known that their aversion to that sort of program antedates the FCC's.

Suddenly the giveaway is bereft of all but a handful of defenders. The majority is in chorus: Hooray for the FCC and down with the giveaway. One wonders that the chorus can swell to such a volume in a week, considering that its silence was almost absolute in the months preceding the announcement of the FCC.

It is late for broadcasters to profess disaffection for giveaways, after disaffection has been given official status by the FCC. It does not take great artistic or ethical courage to comply with a law. If these broadcasters regard the giveaway as undesirable, it is, and has been, their responsibility to rule it off their own air.

Radio had better cure itself of the giveaway craze, and for reasons pertaining only to good programming, before the government undertakes the cure for reasons of law.

Harness-ing the FCC

THE SPECIAL session of Congress has ended. More was accomplished, radio-wise, than at the last several full sessions. For the House Select Committee to investigate the FCC exacted from the FCC what we shall call an "interpretation" of its fatuous Port Huron decision on political broadcasting. There now is provided some measure of safety for broadcasters during the balance of this election year.

The Harness Committee got from the FCC a commitment that there will be no punitive action against stations which use "sound judgment" in handling of political broadcasts, so as to avoid transmission over their microphones of libelous or defamatory utterances.

Chairman Coy was bound by the majority views of his colleagues. He didn't say the FCC majority had altered its position that the law prevents stations from scrutinizing scripts in advance—which it calls censorship. But he did say that the FCC did not regard the Port Huron decision as a "regulation."

In a strict legal sense, nothing has been done to vitiate the Port Huron dicta. But as a practical matter, that regulatory monstrosity is rendered impotent. For the Harness Committee, and its vigilant general counsel, Frank T. Bow, will be around from now until after the November elections. We doubt whether the FCC will borrow trouble.

The next step, of course, is affirmative legislation which will forevermore safeguard broadcasters. That is one of the prime objectives of the Harness Committee. It has gotten off to a good statesmanlike start. There has been no dead-cat slinging or headline hunting.

Meanwhile, the Senate Interstate Commerce Subcommittee, headed by the volcanic Senator Tobey of New Hampshire, has announced a tentative agenda that overlooks nothing in the radio regulatory structure. The spade-work will be undertaken largely through the explorations of Edward Cooper, the committee's extremely able communications expert, during the balance of this year. The Committee presumably will be set to go next January.

In the interim, the FCC can help itself. Just a year ago the Commission advised the Senate Committee that, on its own motion, it would divide itself into semi-autonomous divisions, to expedite its work. The plan was to become effective last October. Nothing has happened. Since then three of the seven FCC members, including Former Chairman Charles R. Denny (who made the report to Congress), have departed.

Under the plan, there would be three divisions of four men each—broadcast, common carrier and safety and special services. Each division would have a chairman, who would be the anchored member, and would serve on no other division. The chairman of the FCC would serve on all three divisions. The other three members would sit on two of the three divisions.

The Division plan, we think, might expedite the FCC's work. It's worth a trial.

The House and Senate inquiries indicate a lengthy gestation before new full-scale legislation will be forthcoming. We doubt whether the job can be done even next year.

Meanwhile, if the FCC does certain affirmative things to help itself, we think Congress would be disposed early in the new session to raise Commissioners' pay from the miserly $10,000 per annum (less than its department heads receive) to what we hope will be at least $15,000.

Our Respects To—

PAUL DEWEY PINCKNEY SPEARMAN

PAUL SPEARMAN is a big, full-voiced, fast-thinking Mississippi lawyer who not only came from Mississippi but brought much evidence of it with him—in his drawl, his unflagging and frequently irreverent sense of humor, his way of thinking, and his almost total disregard for formality.

He knows the English language as well as the next one, but isn't inclined to let that handicap him. He isn't above saying "it ain't" whenever he thinks it ain't. But many a more polished performer—lawyer, engineer, or lay witness—has walked away from a session of Spearman cross-examination muttering to himself, and few have ever been known to ask for a return engagement.

Now 50 and one of Washington's—and the nation's—best known and most dynamic communications attorneys, Paul Dewey Pinckney Spearman practices radio law like a trial lawyer in a Mississippi courtroom, which is exactly what he used to be. He has been eminently successful in both fields.

An Army veteran of World War I, he was admitted to the Mississippi bar in 1920. Until 1928 he practiced law at Fulton, Miss., arguing his cases with vigor and versatility—and, coincidentally, great success—before tribunals ranging from a bewhiskered justice of the peace robed in overalls and holding court in the shade of an oak tree, to the Supreme Court of his state.

With one exception he defended every person accused of a capital crime in his home county during that eight-year span. The only case he lost was reversed by the Supreme Court, and the lone unfortunate he did not defend was sent to the penitentiary. In civil practice he was on the winning side of every case he carried to the Supreme Court. Some of these are still cited in the courtrooms of the state.

Along with his practice the young attorney developed an interest in politics which led to a barely unsuccessful campaign for lieutenant governor in 1943 and which still commands much of his energies. Friends have frequently urged him to seek a seat in the U. S. Senate.

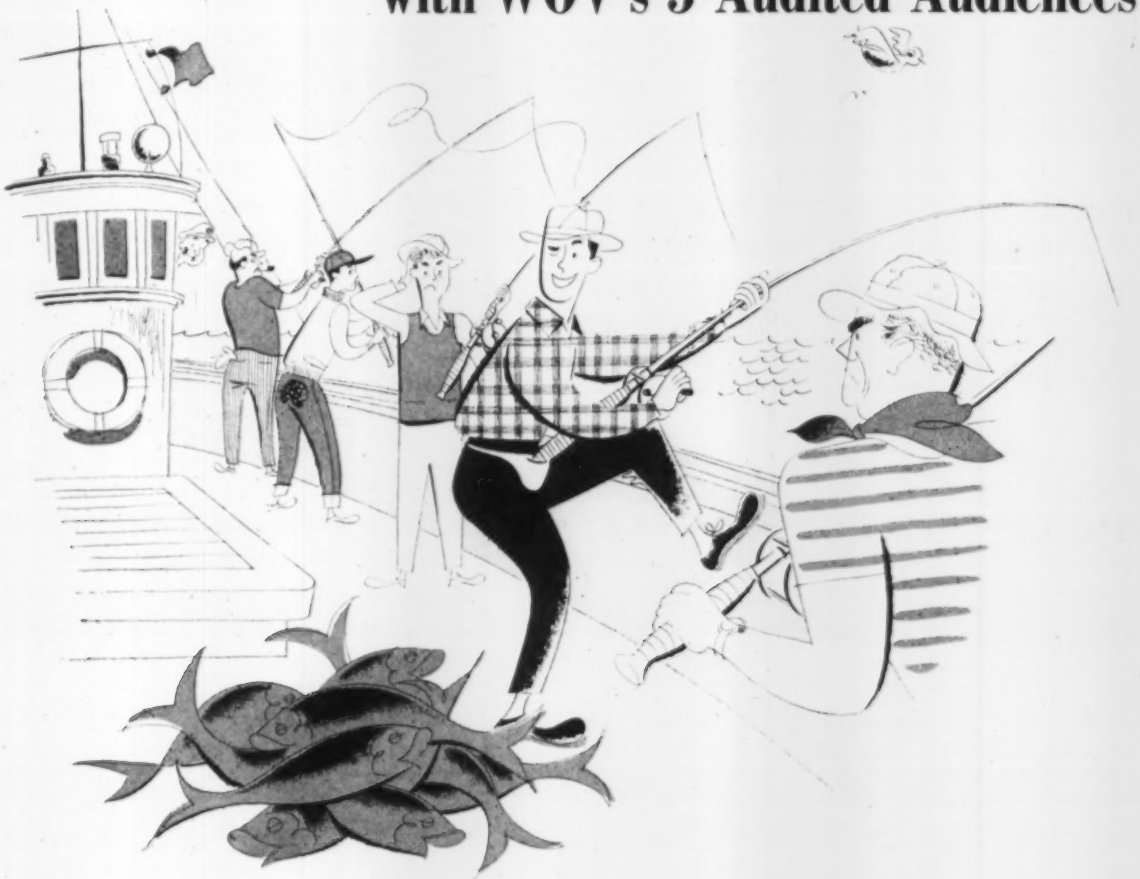
One of his hottest political fights came in 1928, when the late Sen. Theo. G. (The Man) Bilbo, then Governor and always a target of Mr. Spearman, attempted to unseat him as executive secretary of the Mississippi Railroad Commission. He refused to be unseated, and made the refusal stick. He also served on the Mississippi State Forestry Commission from 1924 to 1928.

In January 1929 Mr. Spearman joined the law department of the then-new Federal Radio

(*Continued on page 87*)

Take the Guess out of Buying

with WOV's 5 Audited Audiences



THERE'S MORE TO FISHING than meets the eye. There's more to selling, too. Here at WOV we tell you who listeners are...where they live and shop; what they earn, spend and buy; what they like and dislike; the average size of their families, and what they plan for tomorrow. Basic factual up-to-the-minute info on specific listening groups. AUDITED AUDIENCES, a WOV exclusive, gives you the dope you need to get you the results you want. Say good-bye to costly guess work. Get the facts...known, proven, tested facts on each of 5 AUDITED AUDIENCES and you too can take the guess out of buying. It pays to know WOV, one of America's important independent radio stations, originators of...

★ WAKE UP NEW YORK *with Bill Williams*
★ 1280 CLUB *with Fred Robbins*
★ BAND PARADE *with Bill Gordon*
★ PRAIRIE STARS *with Rosalie Allen*
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *More than the combined population of Baltimore and Washington.*

AUDITED AUDIENCES

Ralph N. Weil, General Manager, The Bolling Company, National Representatives

WOV
NEW YORK

Judges Are Named For Essay Contest

Second 'Voice of Democracy' Competition Planned

EIGHT prominent Americans have been selected as judges for the second annual "Voice of Democracy" contest which will culminate in November as a highlight of National Radio Week, it was announced last week.

The contest, co-sponsored by NAB, RMA and the U. S. Junior Chamber of Commerce, awards college scholarships to the four high school students who write and deliver the best five-minute broadcasts on the subject "I Speak for Democracy."

Judges in this year's competition are:

Margaret Culkin Banning, novelist.
U. S. Attorney General Tom C. Clark.
Dr. Harry Emerson Fosdick, pastor emeritus of Riverside Church, New York, and author of "On Being Fit to Live With."
Mrs. Oveta Culp Hobby, vice president of the "Houston Post," which operates KPRC Houston, and war-time director of the Women's Army Corps.
Eric Johnston, president, Motion Picture Producers Assn.
Miss Frances Perkins, member of the Civil Service Commission, and former Secretary of Labor.
Glenn E. Snow, Dixie Junior College, St. George, Utah, and retiring president of the National Education Assn.
Motion Picture Star James Stewart.

The contest will begin in the individual schoolrooms, expanding from there to the community level. Junior Chamber of Commerce panels will then select state winners who will be semi-finalists. From the transcriptions submitted by the semi-finalists, the judges will pick the four national winners who will be feted at a national awards luncheon in Washington. In addition, winning contestants on the school and community levels will receive awards of radio receivers for their schools.

The nation's stations will cooperate by scheduling a series of five five-minute broadcasts by the various judges, outlining phases of American democracy as suggestions for competing scripts.

Last year's competition attracted more than 20,000 entries.

Management

L. H. THESMAR, former commercial manager of WSAV Savannah, Ga., has been appointed general manager of WDAR that city.

ROBERT W. DUMM, former vice president and general manager of KNOE Monroe, La., has been appointed manager of KTRC Santa Fe, reporting to **MRS H. TUCKER**, general manager of Rio Grande Broadcasting Co., licensee. Mr. Dumm started in radio with KTAB San Francisco and has since served with KSFO San Francisco, as director of news and special events, later as program director; program director, KWID, San Francisco shortwave station; director of broadcasting KXOA Sacramento; established CBS news bureau in San Francisco at outbreak of war; member of U. of California faculty giving course in radio techniques.

Mr. Dumm

BOB ATHEARN, manager of KBOW Butte, Mont., has resigned and has been succeeded by **HAL ENGEBRETSON**.

HAROLD W. HIGBY, former engineer with Central Broadcasting Co., for past 14 years, resigned to assume duties of manager of KASI Ames, Iowa, newly organized company. He also will serve as president of Ames Broadcasting Co.

ROBERT C. WOLFENDEN, who has been on lend-lease to WLOH Princeton, W. Va., for past year as manager, has resigned to devote full time to construction of WMEB Marion, Va., where he is general manager and director.

ROGER R. HUNT, general manager of KHUB Watsonville, Calif., for past five and one-half years, has resigned. He announced no future plans. **JOHN PEARSON**, formerly with KYOR San Diego, succeeds him.

DR. A. L. ASHBY, retired NBC vice president and general counsel last week was elected president of his alma mater, Olivet College, Olivet, Mich. Named to post of vice president and general counsel of NBC in 1929, Dr. Ashby held that position until he retired from the network last fall.

RALPH B. MAXWELL has been appointed manager of KNOX Grand Forks, N. D. He previously was manager of MBM Adv., Minot, N. D.

Mr. Maxwell

COMMDR. TOM A. BROOKS, Hearst newspaper radio executive, last week was awarded rank of permanent commander by Navy Dept., following more than 10 years of service as a commissioned officer. Commdr. Brooks is director of television and facsimile development for the newspaper chain.

J. P. (PAT) WILLIAMS, president of Transcription Sales Inc., and executive vice president of WING Dayton, Ohio and WIZE Springfield, Ohio, has been appointed member of Committee on National Affairs for Dayton Chamber of Commerce.

T. A. M. CRAVEN, vice president of Cowles Broadcasting Co., owner of WOL Washington, has received American Legion "Certificate of Merit" for his splendid service to and cooperation with American Legion and its activities during past year.

FRANK C. McINTYRE, vice president and general manager of KLIX Twin Falls, Idaho, is the father of a girl, Kerry.

MARTIN B. CAMPBELL, managing director of WFAA Dallas, is at NBC headquarters in New York till the end of August for backgrounding in television developments. **RAYMOND COLLINS**, assistant manager of technical department of WFAA, is with him.

S. O. WARD, owner of WLAK Lakelands, Fla., has received Junior Chamber of Commerce Citizenship award as outstanding citizen of 1948.

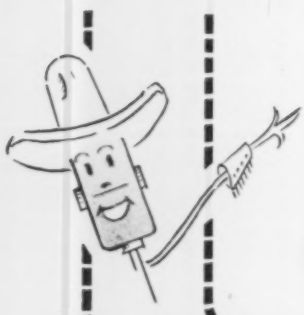
CLFFORD EVANS, vice president and director of news-public affairs for WHLI Hemstead, L. I., has been awarded special Certificate of Administration by New York State Veterans Administration for special veterans programs presented by station.

JAPANESE Broadcasting Corp. has been given permission to translate "The Round Table Memorandum," pamphlet outlining discussions as given on the "University of Chicago Round Table," into Nipponese. Japanese firm is supervised by Albert Crews, former NBC Chicago production director who is on Gen. Douglas MacArthur's American military government staff. He also has requested copies of "Round Table" broadcast transcripts for translation into Japanese for possible air shows.

• During the first six months of 1948, the gross revenue of KMAC-KISS was 32.6% ahead of any previous year! That is what KMAC-KISS are doing with the Mutual Network in San Antonio, the 27th market of the nation.

• The new 5,000-watt KMAC, at 630 on the dial, with unlimited time, will reach 1,250,000 listeners.

• *Let Pearson tell you what we can do for you.*



MBS

KMAC
SAN ANTONIO'S MUTUAL STATIONS
KISS

TSN

Howard W. Davis
OWNER

Represented Nationally by JOHN E. PEARSON CO.

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

August 2, 1948

To the PRESS and RADIO:

Subject: Information Services

There is every evidence that the American people today are more interested in their railroads than ever before. Perhaps that is why there is more material about railroads appearing in publications of all sorts and on the air and the screen than at any other time.

To help provide information concerning all phases of railroads and railroading, the Association of American Railroads maintains a Public Relations Department in Washington, D. C., which is prepared to serve newspapers, radio stations, writers and others who have need for railroad facts.

The A.A.R. Public Relations Department makes available to the press information concerning the services, activities and problems of the railroad industry; special news releases dealing with developments in the industry; periodic releases pertaining to the financial situation of the railroads, freight carloadings, railroad purchases, and equipment orders and installations; a cartoon service entitled "Rail Oddities," which is furnished monthly in either two- or three-column mats or stereos; feature stories of general interest, and assistance to newsmen covering railroad and shipper meetings.

For AM, FM and TV stations, we have broadened our information services to include straight newscasts, spot and periodic releases, and special memoranda for radio news editors, newscasters, and commentators. News is written especially for radio presentation.

The A.A.R. offers assistance to magazine, trade journal, and free-lance writers, and works directly with them in obtaining information on railroad subjects.

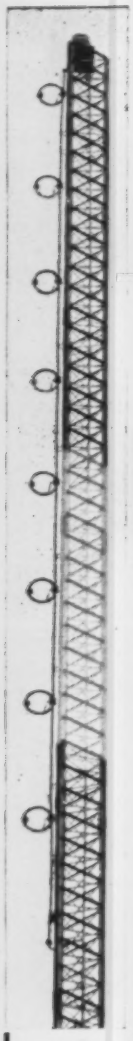
Also available to writers and publishers are photographs covering every phase of railroading from the very beginning of rail transportation in the United States to the present time.

The A.A.R. maintains the largest transportation library in the world, containing more than 300,000 books, pamphlets, excerpts, reports, and memoranda. This library, together with the assistance of expert research librarians, is at the disposal not only of writers, but also of students and the general public.

We invite the press and radio to make use of all these facilities and services by contacting our Public Relations Department, Transportation Building, Washington 6, D. C.

Sincerely,

William T. Faricy



4 men 6 hours

This is the side-mounted Collins 37M—8 ring antenna with which WPAD-FM, CBS affiliate, radiates those fine FM programs from Paducah, Kentucky.

In a recent letter reporting "solid reception out to about 65 miles," Mr. U. C. Morris, Chief Engineer, goes on to say: "Another thing which was of special benefit in our case was the fact that the antenna could be installed so easily. We employed two men on the tower and two men on the ground, using a single pulley and hand line, pulled the eight sections to the top of the 410 ft. supporting structure and mounted them completely in approximately six hours working time. This is quite a record, I think."

Because of their unique design the new Collins 37M series FM antennas may be either top mounted in the conventional manner or, alone among FM antennas, may be side mounted on new or existing towers, performing with equal efficiency. Any number of rings, odd or even, may be employed, providing the power gain required for the particular installation.

Write us for a fully descriptive folder, just off the press.

Collins Radio Company
Cedar Rapids, Iowa
11 West 42nd Street
New York 18, N. Y.
458 South Spring Street
Los Angeles 13, Calif.

COLLINS

NAB Makes Gains In Ad Cost Fight

NAB OFFICIALS said last week they are encouraged by reaction they're getting in responsible quarters in the fight against a proposed ruling that "advertising costs" can't be counted as business costs with respect to government contracts on "cost-plus-fixed-fee" basis [BROADCASTING, July 19].

NAB Executive Vice President A. D. Willard Jr. has sent a new protest to the Joint Army-Navy Audit Coordination Committee, which reportedly has included this proposal in the draft of a "Statement of Contract Cost Principles" which it is preparing for consideration of the Munitions Board. Only exceptions to the ruling against admissibility of advertising costs would be "help-wanted and required public notices."

"A manufacturer, requested or required to turn over his capacity to government contracts, would, under the proposed regulation, be asked or required to commit some degree of economic hari-kari," Mr. Willard said. In wartime, he added, such a rule would sharply curtail national advertising, thus impoverishing communications media needed by government.

Mr. Willard urged the committee to reconsider its recommendation and approach the question in light of past business experience as well as practices of many other government agencies which allow "reasonable" advertising, based on "regular" and "ordinary" procedures, as admissible cost of products or services. Even when all facilities were devoted to war production, he said, manufacturers were allowed to maintain brand-name position by advertising.

Advertising is a principal target of "socialistic or communistic elements," he declared. ". . . These people have persistently sought to discredit advertising as an 'economic waste.' They know full well that it is the keystone in our economic arch and the sole support of our free press and radio. It would be regrettable indeed if any statement or policy enunciated by our government should lend authority or credence to this subversive campaign to undermine our free institutions."

Movies for TV

TELECAST FILMS Inc., New York, which has supplied 1,691 hours of film programming to 28 television stations since its inception a year ago, has announced the acquisition of five feature motion pictures for video: "Becky Sharpe" with Miriam Hopkins, "Little Lord Fauntleroy" with Freddie Bartholomew, "Made for Each Other" with Jimmy Stewart and Carole Lombard, "Nothing Sacred" with Frederic March, "Dancing Pirates" with Frank Morgan.

Commercial

CHARLES O. HEDLUND, sales executive who recently served with Hecht Co., as resource relations director and formerly with "Esquire" magazine, has joined sales staff of CBS Television. Mr. Hedlund, who just returned from making a nationwide survey of department stores, will serve as specialist in the apparel, textile, chain and department store fields, according to **DAVID SUTTON,** CBS-TV sales manager who made the announcement.

HARRY E. SNOOK, former production manager of WBT Charlotte, and program director of WLTC Gastonia, N. C., has been appointed commercial manager of WETB Johnson City, Tenn.

RAY CROWL, formerly with KORC Mineral Wells, Tex., and KRHD Duncan, Okla., has joined sales staff of WHBC Canton, Ohio.

ROBERT BRETHAUER, with ABC since 1945, has been named manager of sales service department, ABC Central Division, succeeding **FLOYD VAN ETTEN,** resigned. **ROBERT ATWOOD** takes over Mr. Brethauer's former duties in sales service. **DON SARACENO,** local sales service manager, entered sales service department Aug. 15. His previous work will be handled by **HARRY JEFFERYS,** now in charge of guest relations.

WILLIAM D. MURDOCK is resigning as sales manager of WOL Washington Aug. 31, due to ill health. His plans are for extended rest before returning to Washington. No successor has as yet been named. Prior to joining WOL, Mr. Murdock was with WTOP Washington for 13 years as assistant manager and general sales manager.

DONALD COOKE Inc., New York has been appointed representative for WXRA Buffalo.

EDMUND J. HIMMER has joined sales force of KXOK St. Louis, and will concentrate on FM sales which includes Transit Radio.

HARRY ENGEL, formerly sales manager of KWKW Pasadena, has joined KVEN Ventura, Calif. as commercial manager.

PETER A. CUNEO has been appointed commercial representative of KDFC Sausalito, Calif., new FM station on 102.1 mc; Channel 271, which will go on the air Sept. 1.

J. A. BURNS, member of "Chicago Tribune" advertising staff for past eight years, has joined sales department of WGN, "Tribune" station.

IRVING C. PHILLIPS, formerly with sales staff of KCRA Sacramento, Calif., has joined KULA Honolulu, as sales representative.

RUSS CLANCY, former AP Pacific Coast radio representative; **BILL WHITING,** former account executive for Conde Nast Publications; **DICK GRESHAM,** former freelance account executive, and **HOWARD VOSS** have joined KAGH Pasadena, Calif., as account executives. Mr. Voss is with KAGH-FM.

ROBERT LUKKASON, formerly with MBM Adv., Minot, N. D., has joined KNOX Grand Forks, N. D., as commercial manager.

DON MITCHELL, former disc jockey, has joined sales staff of WGST Atlanta, Ga.

JOHN CALLOW, for past 18 months associated with research department of CBS Radio Sales, has been appointed to sales staff of WCBS New York. Mr. Callow has served as assistant to CBS director of station administration during the last six months.

LIONEL LENNOX, formerly of KSRO Santa Rosa, Calif., has joined KXOB Stockton, Calif., as account executive.

MELCHOR GUZMAN Co. Inc., New York, has been appointed United States and Canadian representative for WORA Mayaguez, Puerto Rico.

MORTON K. TULLER, head of audience research department of WBKB (TV) Chicago, and **MELVIN WOLENS,** former commercial manager and in charge of sales promotion for WCFL Chicago, have been appointed to WBKB's sales staff. Appointments are in line with recent announcement by **JOHN H. MITCHELL,** newly appointed business manager of WBKB, that he planned to expand station's sales activities.

ADAM J. YOUNG Jr. Inc., New York, announces increase of 114% in U. S. billings for first six months of 1948, as compared with same period last year with about same number of stations represented.

EVERETT T. (BUNNY) MORRISON, formerly with display advertising department of Omaha "World Herald," has been appointed account executive of KFAB Omaha.

KATZ AGENCY Inc. has been appointed national representative for WIND Chicago, effective immediately.

FRANK DOUGHERTY, account executive of Keenan & Eickelberg, Los Angeles station representative, and Adelaide Mitchell, Long Island, N. Y. are to be married Sept. 4.

HJAK BARRANQUILLA, Colombia (La Voz de la Patria) has appointed Pan American Broadcasting Co., exclusive U. S. and Canadian representative.

CLARK DOZER, commercial manager of WMRN Marion, Ohio, and **BETTY STEINMAN,** formerly of WMRN, have announced plans to be married in September.

W. A. (BILL) ROBERTS, commercial manager of KRLD Dallas, and president of Dallas Adv. League, recently addressed Dallas Optimist Club on power of advertising.

DELIVERS ONE BIG 3-CITY MARKET

KFDM

BEAUMONT · ORANGE · PORT ARTHUR

ABC

1000 WATTS · 560 KC.

REPRESENTED BY

FREE & PETERS, Inc.

Collins 734A 10 kw installation. Courtesy KKLA, Los Angeles, Calif.

Designed for long-time stability

. . . not for quick post-war sale

Study the significance to you of the following features of the Collins 734A, 10 kw FM transmitter:

- Typically superior Collins engineering.
- Reliability proved by actual operation.
- Phasitron modulator circuit, eliminating more than ten tubes and related components compared with former circuits, and resulting in far greater simplicity and reliability.
- Low tube costs.
- Only 11 tube types in the total complement of but 33 tubes, thus minimizing spares.
- All tubes visible while equipment is in operation.
- Direct crystal control of carrier frequency, utilizing a frequency multiplication of only 486, provides carrier stability of ± 2 parts per million—better than ± 250 cycles per second.
- All controls accessible while the transmitter is in full operation.
- Motor driven variable tuning elements.
- Metering circuits for complete observation and recording of transmitter performance.
- Accessibility throughout. Maximum personnel and circuit protection. Easy maintenance.
- Excellent mechanical construction.
- Cabinets smartly styled, in three-tone gray.
- Competitively priced.

Write us about your plans, and ask us for an illustrated bulletin describing the Collins 734A transmitter in more detail.

FOR THE BEST IN FM, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y. 458 South Spring Street, Los Angeles 13, California

NEW YORK JOINS AP'S STATE RADIO GROUPS

NEW YORK has been added to the list of states where broadcasters have formed associations to study the AP radio news report and make recommendations for improvement of service [BROADCASTING, Aug. 9]. Gunnar O. Wiig, manager of WHEC Rochester, was elected temporary chairman of the New York State Assn. of AP Broadcasters organized Aug. 6 at Rochester.

Also named to a temporary committee were: Thomas E. Martin, WRUN Utica, vice chairman; Preston L. Taplin, WELM Elmira; S. W. Ryder, WENE Endicott, and Thomas McFadden, WNBC New York. Norris Paxton, AP's bureau chief in Albany, will serve as temporary secretary.

The state and regional associations of AP broadcasters now cover 14 states and D. C.

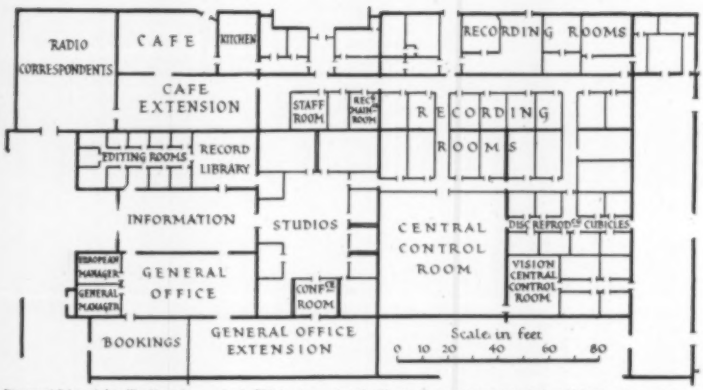


Diagram of Palace of Arts, Wembley, taken over by the BBC for the period of the Olympic Games as "nerve-centre" of world broadcasting arrangements

FOCAL POINT of all radio operations at the Olympic Games is the Palace of Arts, Wembley, shown here in diagram. The 200 by 250 foot building has been completely transformed to provide all facilities for more than 200 radio correspondents covering the games for 60 competing nations. The building contains a reception room, eight studios, 20 recording cubicles, master control room, information room, correspondent's room which opens into a cafe and bar, a television suite, record library and general offices.

You Can't Blame Us for Crowing...
You see, KANS completely covers this wonderful market. It's a *first* market... FIRST in Population, FIRST in Retail Sales, FIRST in Radio Families, FIRST in Buying Power. WICHITA — your No. 1 MARKET in Kansas — KANS your NBC station in WICHITA.
KANS
WICHITA, KANSAS
Now
5000 WATTS
1480 KC
AFFILIATED WITH
NATIONAL BROADCASTING CO.
REPRESENTED BY
TAYLOR-HOWE-SNOWDEN
Radio Sales
INC.
5000 Watts, Day
1000 Watts, Night

News

GEORGE PLATIS, former announcer of KLO Ogden, Utah and KALL Salt Lake City, has joined KLIX Twin Falls, Idaho, as sports director.

DICK HAMMOND, formerly with WHWL Nanticoke, Pa., has joined WGAT Utica, N. Y., as newsman and salesman.

HUGH SHANNON, former sports editor of "Dispatch," Erie, Pa., and "Syracuse Post-Standard," has joined news department of WKBW Buffalo, N. Y.

CHARLEY ZEANAH, well known sportscaster, will again broadcast U. of Alabama football games this fall over 24 stations of Alabama Broadcasting system. **TOM WHITLEY**, four letterman with Crimson Tide football team, will handle color.

FRANK VALENTI, formerly with KMYC Marysville, Calif., as news and sports editor, has been appointed sports editor of KULA Honolulu.

BOB WOLFF, sportscaster of WINX Washington, has just signed to appear in new 26-week series of programs for U. S. Marine Corps. Programs will feature Mr. Wolff interviewing nationally prominent sports personalities and music of U. S. Marine Band. Shows will be available on electrical transcriptions and are part of Marine Corps recruiting program.

MATTHEW HALTON, former war correspondent of Canadian Broadcasting Corp., and special correspondent of CBC stationed in London, England, is now in Canada on speaking tour on British and European political developments.

AL CAPP, famous cartoonist, takes over for **DREW PEARSON** as a commentator during latter's vacation starting Aug. 15 on ABC, Sun. 6-6:15 p.m. sponsored by Lee Hats Inc. Agency is Wm. H. Weintraub & Co., New York. Mr. Capp will write and comment on program for four weeks.

LILLARD HILL, WBAP Fort Worth newscaster, is the father of a girl, born Aug. 9.

AP of Indiana Organizes State Radio Association

A STATE association for radio was organized by the Associated Press of Indiana during last week's convention of NAB Districts 7 and 8 at French Lick, Ind.

George Higgins, WISH Indianapolis, was named chairman; William H. Spencer, WHOT South Bend, and John Engelbrecht, WIKY Evansville, were chosen vice chairmen, and John Jameson, head of the AP bureau at Indianapolis, was elected secretary-treasurer.

TV Takes Manpower

IT TAKES only nine men on a team to play professional baseball. But it takes a ten-man television team to cover a baseball game. When the New York Giants play at the Polo Grounds, the sponsor, Chesterfield Cigarettes, uses the ten-man team which needs as much fast teamwork as does the baseball club, although half the televisers (including the play-calling director) work in a room under the stands where they never see the actual game.

RMA NOW EXPLORING OVERSEAS TV MARKET

DEVELOPMENT of a future overseas market for American television transmitters and receivers is being explored by Radio Mfrs. Assn. the RMA announced last week.

Although there is at present no foreign market and current domestic demands are ahead of production, RMA said its plans were "to develop and insure a future overseas market."

Initiating plans for RMA are James E. Burke, chairman of the RMA export committee T. A. Smith, chairman of the RMA transmitter division; and W. R. G. Baker, Virgil M. Graham and L. C. F. Horle, director, assistant director, and chief engineer, respectively, of the RMA engineering department.

In addition to promoting a future market for sales, adoption of RMA television standards in foreign countries will also be sought.

Meyers Heads New Sales Service at WGN Chicago

THEORY that "the personal element is the most effective means to gain greater results" has prompted William A. McGuineas, WGN Chicago commercial manager, to organize new sales service devoted mainly to food and drug industries for benefit of advertisers.

New division will be headed by William C. Meyers, who has been transferred from the sales department of WGN-TV, the *Chicago Tribune's* video outlet. He plans to bring the sales staff into closer cooperation with local food and drug processors, brokers and jobbers, "enabling salesmen to keep abreast of market conditions in these fields and do a more specialized job of coordinating radio plans with the overall advertising plans of clients."

Two More Stations Added By Rural Radio Network

SIXTH station of the Rural Radio Network, WVBN (FM) Turin, N. Y., was slated to start operation yesterday (Aug. 15), according to an announcement by the network. At the same time an affiliated station, WSLB-FM Ogdensburg, N. Y., also planned to go on the air.

WVBN is assigned Channel 299, 107.7 mc, with 1.3 kw and WSLB-FM has Channel 291, 106.1 mc, with 13.7 kw.

New Alaska Outlet

KIBH Seward, Alaska, is slated to go on the air Oct. 1 as the fifth station in the Alaskan Broadcasting System, and the second station to be opened this year by ABS Manager William J. Wagner. The other was KFRB Fairbanks.

Power of Radio Appeal Discussed by A. N. Hult

RADIO'S power in reaching masses of people through their emotions makes it "outstanding over all other mass media," Adolph N. Hult, MBS vice president in charge of Midwest operations, told nationwide publicists at a session of the Blue Cross—Blue Shield public relations conference on "Methods and Media" Aug. 5, at Chicago's Stevens Hotel.

"Basically, radio gets to the heart rather than the head," Mr. Hult explained as he recommended that directors and personnel of the hospital service plans make a "careful study of radio programs and broadcasting's needs."

"Radio has changed to an amazing extent during the past few years, and a public relations program directed toward the radio audience which would have been successful a few years ago would probably fail today," he said.

MODERN brick building, as shown in this architect's drawing, is the home of WKJF (FM) Pittsburgh. Station is equipped throughout with Western Electric and operates on 93.7 mc, Channel 229, radiating 20,000 w. Its 424-ft. Blaw-Knox tower is located atop Mt. Washington, overlooking Pittsburgh. WKJF (FM) is on the air on part-time basis, but hopes to go to fulltime early in September.

CANADA MAY INCREASE STATION LICENSE FEES

INCREASED PAYMENTS in station license fees based on gross revenue, may go into effect shortly at an expense up to $250,000 a year for Canadian broadcasters instead of $60,000 paid in the last fiscal year, April 1, 1947 to March 31, 1948.

Canadian broadcasters were slated to have a conference at Ottawa, Aug. 9-14 with Transport Minister Lionel Chevrier, regarding a hearing before such increase in license fees is authorized. An increase can be put into effect under the Canada Broadcasting Act by order-in-council, and can be made retroactive. Fees collected from the independent broadcasters are turned over to the Canadian Broadcasting Corp. along with all listener license fees. License fees for stations, at present, are based on power and area population.

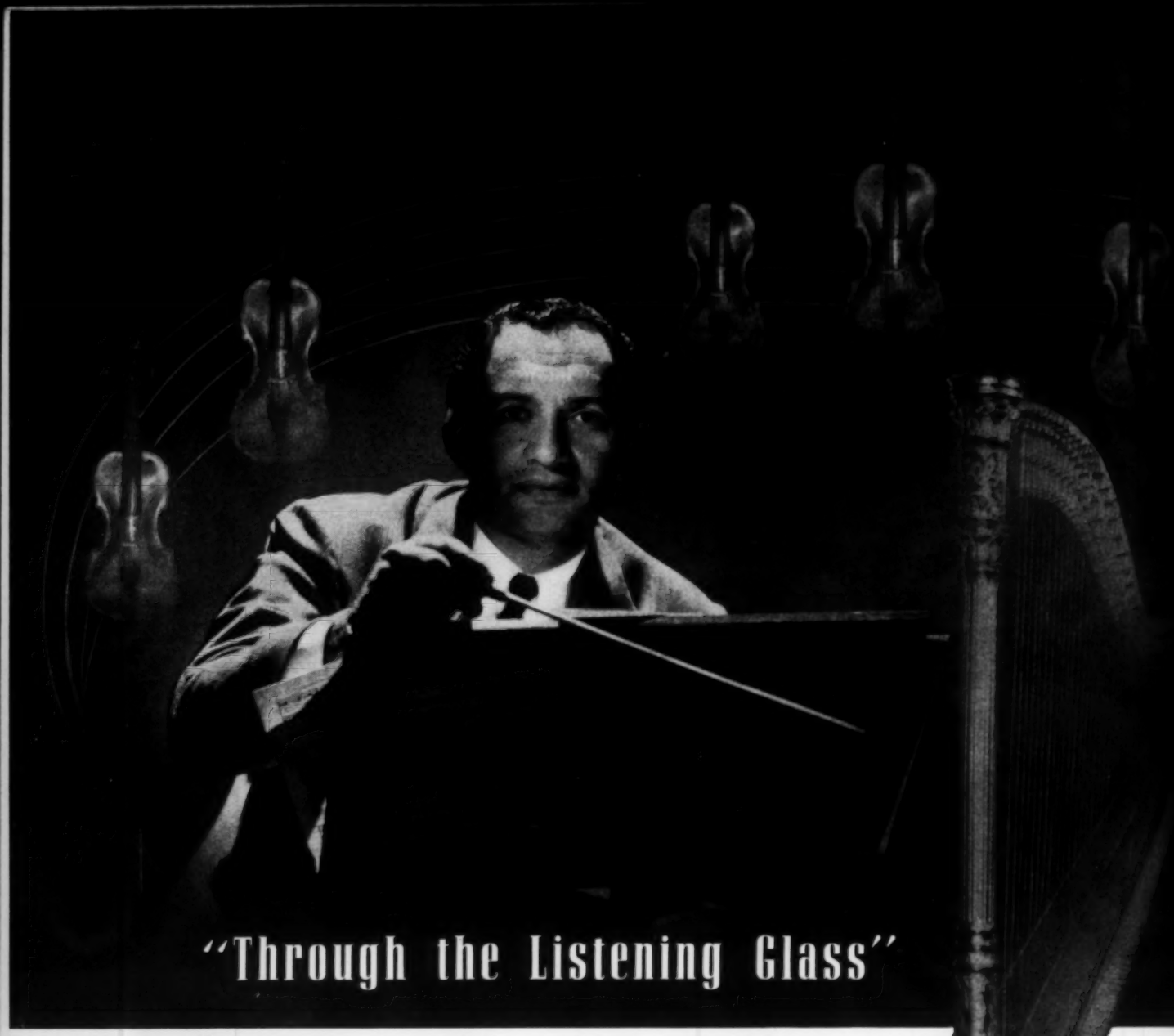
We utilized the best technical consultants, built the best possible facility, and engaged an experienced staff with years of know-how in broadcasting, merchandising and showmanship. The sum total is WPTR . . . 10 KW'S *night and day,* a million potential listeners. We at WPTR realize "THE SHOW'S THE THING" that holds radio listeners.

We build our programs full of listener-intriguing showmanship . . . present them with the extra polish that sustains and mellows the audience—*your* audience—for your important sales messages.

Herb DuVal

WPTR

PATROON BROADCASTING COMPANY, HOTEL TEN EYCK, ALBANY 1, N. Y.



"Through the Listening Glass"

flows such Heavenly Music—SALES!

Nothing could be sweeter! Not Cherubim nor Seraphim humming on a cloud . . . not even angel wings strumming a thousand harps! No, nothing could be sweeter than the SALES you'll make . . . with Lang-Worth's feature program, "THROUGH THE LISTENING GLASS!"

Here is a quality, 30-minute musical show that captures the ear of your potential customers and enhances the power of your sales message. It is available, via transcription, on 600 Lang-Worth affiliated stations. It is written and produced with charm, glamour and good taste. It will sell your product just as surely as fine raiment sells the man!

"THROUGH THE LISTENING GLASS" reveals a "wonderland of melodies" — in brilliant color-tones. Musical glamour by Jack Shaindlin and the radiant voices of his "Silver Strings" orchestra. Rich old ballads by the Lang-Worth Choristers, and your favorite romantic songs by Dick Brown, Joan Brooks and Johnny Thompson.

In addition to "THROUGH THE LISTENING GLASS," every Lang-Worth Station offers the brilliant "Cavalcade of Music" and several other star-studded musical shows for local and regional sponsorship. See the listing on opposite page and contact station or its representative immediately.

Network calibre programs at local station cost are provided by these Lang-Worth affiliated stations

UNITED STATES

ALABAMA
[illegible]	WHMA
[illegible]	WBRC
[illegible]	WEBJ
[illegible]	WDIG
[illegible]	WJBY
[illegible]	WFUN
[illegible]	WKAB
[illegible]	WKRG
[illegible]	WAPX
[illegible]	WMLS

ARIZONA
[illegible]	KWRZ
[illegible]	KARV
[illegible]	KOOL
[illegible]	KPHO
[illegible]	KCNA

ARKANSAS
[illegible] Smith	KFSA
[illegible]	KFFA
[illegible]	KXAR
[illegible] Springs	KTHS
[illegible] Rock	KLRA
[illegible]	KVMA
[illegible] Memphis	KWEM

CALIFORNIA
[illegible]	KONG
[illegible]field	KAFY
[illegible]	KWIK
[illegible]	KBUC
[illegible]	KRDU
[illegible]	KYNO
[illegible]wood	KMPC
[illegible] Beach	KFOX
[illegible] Beach	KGER
[illegible] Angeles	KECA
[illegible] Angeles	KFVD

COLORADO
Boulder	KBOL
Colorado Springs	KRDO
Denver	KMYR
Denver	KVOD
Grand Junction	KFXJ
Greeley	KFKA
Pueblo	KCSJ
Trinidad	KCRT

CONNECTICUT
Hartford	WTIC
New Haven	WELI

DELAWARE
Wilmington	WILM
Wilmington	WAMS

WASHINGTON, D.C.
Washington	WINX
Washington	WOL
Washington	WTOP

FLORIDA
Crestview	WCNU
Daytona Beach	WMFJ
Eustis	WEUS
Gainesville	WRUF
Hollywood	WINZ
Jacksonville	WJHP
Miami	WGBS
Miami Beach	WLRD
Ocala	WTMC
Orlando	WLOF
Palatka	WWPF
Pensacola	WBSR
Quincy	WCNH
Sanford	WTRR
Sarasota	WSPB
Tampa	WALT
Tampa	WFLA
West Palm Beach	WIRK

GEORGIA
Atlanta	WAGA
Atlanta	WBGE
Atlanta	WGST
Augusta	WRDW
Brunswick	WMOG
Cartersville	WBHF
Columbus	WSAC
Dawson	WDWD
Fitzgerald	WBHB
Gainesville	WGGA
Macon	WMAZ
Rome	WRGA
Savannah	WTOC
Thomasville	WKTG

IDAHO
Boise	KGEM
Coeur d'Alene	KVNI
Lewistown	KRLC
Nampa	KFXD
Pocatello	KSEI
Preston	KPST
Twin Falls	KTFI
Weiser	KWEI

ILLINOIS
Alton	WOKZ
Aurora	WMRO
Bloomington	WJBC
Canton	WBYS
Centralia	WCNT
Chicago	WAIT
Chicago	WBBM
Chicago	WEHS
Chicago	WGNB
Cicero	WHFC
Decatur	WSOY
Effingham	WCRA
Joliet	WJOL
La Salle	WLPO
Pekin	WSIV
Peoria	WMBD
Quincy	WGEM
Springfield	WTAX

INDIANA
Blomington	WTOM
Evansville	WEOA
Fort Wayne	WGL
Indianapolis	WIBC
Richmond	WKBV
South Bend	WJVA
Terre Haute	WTHI
Vincennes	WAOV

IOWA
Cedar Rapids	WMT
Council Bluffs	KSWI
Davenport	WOC
Des Moines	KCBC
Des Moines	WHO
Fort Dodge	KVFD
Iowa City	KXIC
Keokuk	KOKX
Mason City	KSMN
Sioux City	KSCJ
Waterloo	KAYX

KANSAS
Dodge City	KGNO
Goodland	KWGB
Great Bend	KVGB
Hutchinson	KWBW
Independence	KIND
Pittsburg	KSEK
Salina	KSAL
Topeka	WIBW
Wichita	KANS
Wichita	KFH

KENTUCKY
Hopkinsville	WHOP
Lexington	WKLX
Louisville	WAVE
Louisville	WGRC
Owensboro	WOMI
Paducah	WPAD

LOUISIANA
Alexandria	KSYL
Bastrop	KTRY
Baton Rouge	WCLA
Lake Charles	KWSL
New Orleans	WJMR
New Orleans	WSMB
Ruston	KRUS
Shreveport	KWKH

MAINE
Bangor	WGUY
Portland	WGAN

MARYLAND
Annapolis	WANN
Baltimore	WASA
Bethesda	WBCC
Bradbury Heights	WBUZ
Hagerstown	WJEJ
Silver Spring	WOOK

MASSACHUSETTS
Boston	WEEI
Boston	WMEX
Brockton	WBET
Fall River	WSAR
Holyoke	WHYN
Pittsfield	WBEC
Salem	WESX
Springfield	WSPR
Waltham	WCRB
Worcester	WORC

MICHIGAN
Battle Creek	WELL
Bay City	WBCM
Benton Harbor	WHFB
Dearborn	WKMH
Detroit	WXYZ
Detroit	WWJ
Detroit	WDTR
Detroit	WJR
Detroit	WJBK
Flint	WFDF
Flint	WAJL
Flint	WTCB
Grand Rapids	WFUR
Grand Rapids	WOOD
Iron Mountain	WMIQ
Ishpeming	WJPD
Lansing	WILS
Marquette	WDMJ
Port Huron	WHLS
Saginaw	WKNX
Sault Ste. Marie	WSOO

MINNESOTA
Bamidji	KBUN
Crookston	KROX
Duluth	KDAL
Evaleth	WEVE
Grand Rapids	KBZY
Mankato	KYSM
Minneapolis	KSTP
Minneapolis	WCCO
St. Cloud	KFAM
Worthington	KWOA

MISSISSIPPI
Brookhaven	WJMB
Greenwood	WGRM
Jackson	WJDX
Jackson	WJXN
McComb	WAPF
Meridian	WTOK
Natchez	WMIS
Vicksburg	WVIM

MISSOURI
Columbia	KFRU
Farmington	KREI
Jefferson City	KWOS
Joplin	WMBH
Kansas City	WHB
Kansas City	KCKN
Lebanon	KLWT
St. Genevieve	KSGM
St. Louis	KMOX
St. Louis	WEW
St. Louis	KWGD
St. Louis	WIL
Springfield	KWTO

MONTANA
Anaconda	KANA
Billings	KBMY
Bozeman	KXLO
Butte	KXLF
Great Falls	KXLK
Helena	KXLJ
Livingston	KPRK
Missoula	KGVO

NEBRASKA
Lincoln	KFAB
Lincoln	KOLN
Norfolk	WJAG
Omaha	KOAD

NEVADA
Reno	KOLO

NEW HAMPSHIRE
Claremont	WLOB
Manchester	WFEA

NEW JERSEY
Asbury Park	WJLK
Atlantic City	WFPG
New Brunswick	WDHN
Paterson	WWDX
Vineland	WWBZ

NEW MEXICO
Albuquerque	KVER
Roswell	KGFL

NEW YORK
Buffalo	WEBR
Buffalo	WBEN
Elmira	WENY
Ithaca	WHCU
New York City	WCBS
New York City	WNEW
Niagara Falls	WHLD
Niagara Falls	WJJL
Rochester	WRNY
Rome	WKAL
Schenectady	WGY
Schenectady	WSNY
Syracuse	WNDR
Syracuse	WSYR
Troy	WTRY

NORTH CAROLINA
Asheville	WISE
Asheville	WSKY
Burlington	WBBB
Charlotte	WAYS
Dunn	WCKB
Durham	WDUK
Elizabeth City	WCNC
Fayetteville	WWNF
Forest City	WBBO
Gastonia	WGNC
Greensboro	WCOG
Henderson	WHNC
High Point	WMFR
Jacksonville	WJNC
Kannapolis	WGTL
Kinston	WFTC
Lenoir	WJRI
Lexington	WBUY
Monroe	WMAP
Morganton	WMNC
New Bern	WHIT
Roanoke Rapids	WCBT
Rockingham	WAYN
Salisbury	WSTP
Tarboro	WCPS
Washington	WHED
Waynesville	WHCC
Winston Salem	WAIR

NORTH DAKOTA
Mandan	KGCU

OHIO
Akron	WADC
Alliance	WFAH
Ashland	WATG
Ashtabula	WICA
Canton	WCMW
Cincinnati	WKRC
Cincinnati	WCPO
Cleveland	WJMO
Cleveland	WSRS
Columbus	WCOL
Columbus	WHKC
Coshocton	WTNS
Dayton	WING
East Liverpool	WLIO
Elyria	WEOL
Findlay	WFIN
Lima	WLOK
Marietta	WMOA
Middletown	WPFB
Portsmouth	WPAY
Sandusky	WLEC
Springfield	WIZE
Steubenville	WSTV
Toledo	WSPD
Toledo	WTOD
Warren	WRRN
Worthington	WRFD
Youngstown	WKBN
Zanesville	WHIZ

OKLAHOMA
Muskogee	KMUS
Oklahoma City	KBYE
Okmulgee	KHBG
Shawnee	KGFF
Tulsa	KAKC
Tulsa	KTUL
Woodward	KSIW

OREGON
Astoria	KAST
Bend	KBND
Corvallis	KRUL
Eugene	KUGN
La Grande	KLBM
Medford	KYJC
Oregon City	KGON
Portland	KGW
Portland	KWJJ
Portland	KXL

PENNSYLVANIA
Allentown	WKAP
Altoona	WFBG
Altoona	WVAM
Braddock	WLOA
Butler	WISR
Connelsville	WCVI
DuBois	WCED
Erie	WERC
Greensburg	WHJB
Harrisburg	WABX
Homestead	WHOD
Johnstown	WJAC
Lancaster	WLAN
McKeesport	WMCK
Meadville	WMGW
Pittsburgh	WJAS
Pittsburgh	WMOT
Pittsburgh	WPIT
Philadelphia	WDAS
Philadelphia	WIBG
Scranton	WSCR
Sharon	WPIC
State College	WMAJ
Sunbury	WKOK
Washington	WJPA
Wilkes Barre	WILK
Williamsport	WRAK

RHODE ISLAND
Providence	WPRO
Providence	WPJB

SOUTH CAROLINA
Anderson	WAIM
Charleston	WHAN
Columbia	WNIX
Florence	WOLS
Saffney	WFGN
Greenville	WESC
Orangeburg	WTND
Rock Hill	WTYC
Sumter	WFIG

SOUTH DAKOTA
Sioux Falls	KISD

TENNESSEE
Bristol	WOPI
Chattanooga	WAGC
Cleveland	WBAC
Cookeville	WHUB
Johnson City	WJHL
Kingsport	WKPT
Knoxville	WKGN
Knoxville	WKPB
Maryville	WGAP
Memphis	WHHM
Memphis	WMC
Memphis	WREC
Nashville	WKDA
Paris	WTPR
Tullahoma	WJIG

TEXAS
Abilene	KRBC
Alice	KBKI
Amarillo	KGNC
Athens	KBUD
Austin	KVET
Beaumont	KFDM
Borger	KHUZ
Brechenridge	KSTB
Brenham	KWHI
Brownwood	KBWD
Corpus Christi	KSIX
Corsicana	KAND
Dalhart	KXIT
Dallas	WFAA
El Campo	KULP
El Paso	KTSM
El Paso	KSET
Fort Worth	KCNC
Fort Worth	KXOL
Goose Creek	KREL
Houston	KATL
Houston	KXYZ
Houston	KNUZ
Jacksonville	KEBE
Littlefield	KVOW
Longview	KFRO
Lubbock	KSEL
Lufkin	KRBA
McKinney	KMAC
Nacogdoches	KOSF
Odessa	KECK
Port Arthur	KOLE
San Antonio	KTSA
San Antonio	KMAC
Stephenville	KSTV
Sulphur Springs	KSST
Temple	KTEM
Tyler	KGKB
Waslaco	KRGV
Wichita Falls	KFDX

UTAH
Ogden	KOPP

VERMONT
Montpelier	WSKI

VIRGINIA
Alexandria	WPIK
Arlington	WEAM
Blackstone	WKLV
Danville	WDTM
Fredericksburg	WFVA
Lynchburg	WLVA
Newport News	WHYU
Richmond	WMDG
Richmond	WRVA
Richmond	WXGI
Richmond	WLEE
Roanoke	WGMJ
Roanoke	WROV
Suffolk	WLPM
Waynesboro	WAYB
Winchester	WINC

WASHINGTON
Bellingham	KVOS
Ellensburg	KXLE
Omak	KOMW
Seattle	KING
Seattle	KOMO
Seattle	KRSC
Spokane	KXLY
Spokane	KREM
Tacoma	KVI
Walla Walla	KUJ
Yakima	KIMA

WEST VIRGINIA
Beckley	WWNR
Bluefield	WHIS
Charleston	WCAW
Clarksburg	WBLK
Fairmont	WMMN
Huntington	WSAZ
Wheeling	WWVA

WISCONSIN
Appleton	WHBY
Eau Claire	WEAU
Green Bay	WDUZ
Janesville	WCLO
Kenosha	WLIP
La Crosse	WKBH
Merrill	WLIN
Milwaukee	WMLO
Milwaukee	WMAW
Rhinelander	WOBT

WYOMING
Sheridan	KWYO

ALASKA
Anchorage	KFQD
Fairbanks	KFRB
Juneau	KINY
Ketchikan	KTKN

HAWAII
Hilo	KIPA
Honolulu	KHON
Honolulu	KPOA
Maui	KMVI

PHILLIPPINES
Manila	KZRH

CANADA

ALBERTA
Calgary	CFCN
Edmonton	CFRN
Lethbridge	CJOC

BRITISH COLUMBIA
Kelowna	CKOV
Vancouver	CKWX

MANITOBA
Flin Flon	CFAR
Winnipeg	CKRC

NEW BRUNSWICK
St. John	CHSJ

NOVA SCOTIA
Antigonish	CJFX
Halifax	CHNS

ONTARIO
Hamilton	CKOC
Kingston	CKWX
Kirkland Lake	CJKL
London	CFPL
North Bay	CFCH
Ottawa	CKCO
Peterborough	CHEX
Port Arthur	CFPA
St. Thomas	CHLO
Sarnia	CHOK
Timmins	CKGB
Toronto	CJBC
Toronto	CKEY
Guelph	CJOY
Wingham	CKNX

PRINCE EDWARD IS.
Charlottetown	CFCY

QUEBEC
Montreal	CJAD
Montreal	CKAC
Quebec	CHRC
Ste. Anne de la Pocatiere	CHGB
Verdun	CKVL

SASKATCHEWAN
Moose Jaw	CHAB
Regina	CKRM
Saskatoon	CFQC

●

FOREIGN MARKETS

This specialized program service is also available from Lang-Worth affiliated radio stations located in many foreign markets. Station listing furnished upon request.

LANG-WORTH FEATURE PROGRAMS, INC.

STEINWAY HALL
113 WEST 57th ST., NEW YORK 19, N.Y.

Open Mike

(*Continued from page 14*)

originated so-called participating program that is continually adding new sponsors and obviously could have been brought within the Standards by this time . . .

Edward A. Wheeler
President
WEAW Evanston, Ill.

* * *

Sell Radio as Industry

EDITOR, BROADCASTING:

I would like to . . . add my comment upon the subject of a booklet received recently as prepared by the All-Radio Presentation Committee.

This booklet is entitled "Radio Has Been Strangely Silent." . . .

It would seem to me—as a small market station stockholder and manager—that the All-Radio Presentation Committee has picked a weak voice indeed with which to break radio's silence, at least as far as radio time selling on a local scale is concerned.

I believe that if the members of the industry don't have time to tell radio's story every time *they try to make a sale*—that if the members of the industry are too busy selling against competition *in* radio to sell radio as a whole, then what the radio industry needs is not a sales presentation for the advertiser's behalf . . . but an educational campaign to TEACH members of the industry that THERE IS MORE MONEY TO BE GAINED BY TAKING ADVERTISING DOLLARS AWAY FROM COMPETING MEDIUMS THAN IN FIGHTING WITH COMPETITIVE STATIONS.

There is only one way to sell radio in competition with the newspapers, and that is with hard-straight-from-the-shoulder facts and figures. Specific facts—specific figures. . . .

We must break this habit . . . we must crush this old routine. Many of our small local advertisers who use radio are so in the newspaper habit that they'll buy newspaper advertising space to make some special announcement without even thinking to use it on their already contracted radio program . . .

The Radio Industry can never sell itself through a movie (and even movie trailers take away many potential radio advertising dollars in some sections). The only solution is for every member of the industry to take it upon himself to SELL RADIO AGAINST COMPETING MEDIUMS. Every time-salesman must sell, not only his programs and spots, but RADIO; every sales promotion letter or presentation must sell, not only a particular program or spots on one individual station, but RADIO as an industry. . . .

Robert D. Buchanan
V. P. and Gen. Mgr.
WSTS Southern Pines, N.C.

* * *

Chester, Pa., Market

EDITOR, BROADCASTING:

Your July 12 issue re the Philadelphia Market was an excellent report, as far as it went. . . .

In order that the record won't suffer from gobble-up indigestion, let it be known that there are a few important markets usually listed under metropolitan areas that you so carefully ignored in your study of Philadelphia. We in Delaware County can boast of the *largest industrial* county in the State of Pennsylvania. . . .

Lou Poller
WPWA Chester, Pa.

KYW FM Antenna Tower Is Nearing Completion

KYW Philadelphia expects to have its FM antenna tower completed within 60 days, giving the outlet reception within a 60-mile radius, according to Robert E. White, KYW general manager.

The tower is being erected atop the 24-story Architects Bldg. Its peak will be 576 feet above street level and the tower itself will be 245 feet high. A 31-ton structure built by Blaw-Knox, the tower is being installed by Hartenstine-Zane Co., New York.

The project is part of a general expansion program of the station which has recently installed a new Westinghouse type FM transmitter. The transmitter and tower are expected to provide an effective radiated power of 20 kw.

Glass Campaign

A THREE-YEAR advertising campaign, including national use of spot radio, will be launched Aug. 22 by the Glass Container Manufacturers Institute, New York, through its agency, Foote, Cone & Belding, New York. Based on promoting the use of glass containers, the campaign will begin with a five-month schedule publicizing the no-deposit no-return beer bottle in 22 markets. An annual budget of $1,000,000 has been established for the three-year drive.

WRNL-FM Starts Soon

WRNL-FM Richmond, Va., will start fulltime operation in September on Channel 271, 102.1 mc, with an effective radiated power of 50 kw, station officials report. The last section of the 58 ft. pylon antenna has been mounted atop WRNL's new FM tower in downtown Richmond. WRNL's AM transmitter and antenna will remain at the present location, north of the city.

ONLY

THE LONDON FULL RANGE LIBRARY SERVICE
OFFERS ALL THE BIG HIT TUNES OF THE DAY.

ONLY

THE LONDON FULL RANGE LIBRARY SERVICE
OFFERS A COMPLETE LIBRARY ON 10 INCH, 78 RPM DISCS.

ONLY

THE LONDON FULL RANGE LIBRARY SERVICE
OFFERS A COMPLETELY INSTRUMENTAL CATALOGUE.

ONLY

THE LONDON FULL RANGE LIBRARY SERVICE
OFFERS FULL RANGE RECORDING (30 TO 14,000 C.P.S.).

A Division Of:
THE LONDON GRAMOPHONE CORP.

For Further Details
LONDON LIBRARY SERVICE
16 West 22nd Street, New York 10, N.Y.

WJZ

has six top programs for sale... all of them have loyal, ready-made audiences... all of them get results in the nation's first market!

Co-op Programs

ABBOTT AND COSTELLO. Riotous fun and nonsense with America's favorite zany comedy team. With music by Matty Malneck's popular orchestra. This great network show is for sale in New York at a *surprisingly low cost!*

FAVORITE STORY. When it comes to prestige, you just can't beat Mr. Ronald Colman, winner of the Academy Award and "man of the year" in Hollywood. His brilliant dramatic half-hour is one of the most distinguished in radio—and he can build good will for *your* product exclusively in the New York area! Sundays, 4:30 pm.

MR. PRESIDENT—direct from Hollywood, with Metro-Goldwyn-Mayer's popular Edward Arnold as star! In this momentous election year, the attention of every man, woman and child in America is focused on the White House! This timely program has *everything:* drama, patriotism, thrills, suspense, action. Sundays, 2:30 pm.

Local Programs

DON GARDINER. Here is early morning news at its best. Don Gardiner is a topnotch newscaster, popular with New Yorkers because of his complete and competent coverage of the news. More and more in these historic days, listeners are tuning in their radios for *news.* Weekdays, 7:00 a.m.

THE FITZGERALDS. Ed and Pegeen are more than "favorites" with New Yorkers; they're an *institution!* Their popular breakfast program on WJZ is full of fun, good humor, interesting facts—with a special charm all its own. Results? Call WJZ for some amazing-but-true stories! Weekdays, 8:15–8:55 am.

ETHEL AND ALBERT. Did you read critic John Crosby's recent *rave* review? What a tribute! And every word of it was deserved—for here is one of the most delightful comedy programs on the air. Listeners recognize themselves in every line—and they love it! Weekdays, 6:45 pm.

Call the ABC spot sales office nearest you for information about any or all of these stations:

WJZ—New York 50,000 watts 770 kc
WENR—Chicago 50,000 watts 890 kc
KGO—San Francisco 50,000 watts 810 kc
KECA—Los Angeles 5,000 watts 790 kc
WXYZ—Detroit 5,000 watts 1270 kc
WMAL—Washington 5,000 watts 630 kc

ABC Pacific Network

ABC American Broadcasting Company

KXRX San Jose On Air At 1500 kc, Fulltime

KXRX San Jose, Calif., owned and operated by the San Jose Broadcasting Co., is now in operation with 1 kw, fulltime on 1500 kc.

Officials of the licensee company are Joe E. Levitt, president; Bartley Sims, vice president and manager; Harvey Miller, secretary; and Noa Gale, treasurer.

The staff includes the following: Dave Dorris, program director; John Kelley, chief engineer; William Richardson, account executive; George Millard, reporter; Madeleine Holloway, director of women's programs, and Bruce Lathrop, Jack Lund, Frank Glass, John Oliveira and Dale Dwelley, engineer-announcers.

Mrs. Gardner Beman

MRS. GARDNER BEMAN, wife of Gardner D. Beman, former radio production and sales promotion counsel of Birmingham, Ala., and Washington, D. C., and at present program director and commercial manager of WFTR Front Royal, Va., was killed Aug. 10 when she accidentally fell from a window of her home.

NAB District 2 Meeting Registration Aug. 5-6, Rochester, N. Y.

(see BROADCASTING, *Aug. 9*)

A

Adams, Wm. J., WHEC Rochester; Amor, Addison, NBC Recording Sales, New York.

B

Baker, Kenneth H., NAB, Washington; Barber, Ralph W., WHEC Rochester; Batson, Charles A., NAB, Washington; Belle Isle, Armand, WSYR Syracuse; Bingham, George W., WKIP Poughkeepsie; Blackburn, James W., Blackburn-Hamilton Co., Washington; Blackman, Sam, AP, New York; Blumenthal, Lester, "Sponsor" magazine; Bolling, George W., The Bolling Co., New York; Broughton, William G., General Electric Co., Syracuse; Brown, H. S. Rural Radio Network Inc., Ithaca; Brown, Thomas L., WGVA Geneva; Buisch, Louis G., WWHG Hornell; Burns, Lloyd P., WDHN New Brunswick, N. J.

C

Cardinal, Ralph M., WICY Malone; Churchill, Dr. Clinton H., WKBW Buffalo; Clark, Richard A., WRUN Rome; Cunningham, T. E., AP, Albany.

D

Davidson, William N., ABC, New York; Deming, Walton F., WENE Endicott; Doherty, Richard P., NAB, Washington; Dorrell, W. Ward, C. E. Hooper Inc., New York.

E

Emch, R. S., WARC Rochester; Essex, Fred L., WARC Rochester; Evans, Harland, WARC.

F

Fay, William, WHAM Rochester; Feltis, Hugh, BMB New York; Forman, Maurice R., WGVA Geneva.

G

Gamble, E. R., WBTA Batavia; Godwin, Al, WNDR Syracuse; Goldman, Harry L., WROW Albany; Goldman, Si, WJTN Jamestown.

H

Hager, Kolin, Sesac Inc., New York; Hall, William, WKRT Cortland; Hancock, Paul M., MBS, New York; Hanna, Michael R., WHCU Ithaca; Harlow, Roy, BMI, New York; Hayes, Arthur Hull, WCBS New York; Heberer, Miles, NYS Radio Bureau, Albany; Henzel, John R., WHDL Olean; Heslop, Stanley, WNBF Binghamton; Higgins, Hugh M. P., NAB, Washington; Hoffman, Karl B., WGR Buffalo; Hovey, LeRoy F., Fairchild Camera & Instrument Co., Jamaica; Howe, James L., WCTC New Brunswick; Hubbell, Andrew, WNBF Binghamton.

K

Keesee, Frederick L., WMBO Auburn; Kennedy, Jack W. Jr., WHAM Rochester; Kilb, Janet, Robert F. Kilb Advertising, New York; Kilb Robert F., Robert F. Kilb Advertising; Kohn, E. E., WMID Atlantic City.

L

Langlois, Cy, Lang-Worth, New York; Leinen, Frances H., WARC Rochester; Lyford, E. B., NBC, New York.

M

MacMillan, Lowell H., WHEC Rochester; McFadden, Thomas B., WNBC New York; McHugh, Thomas R., WMSA Massena; Maillefert, William B., WVET Rochester; Markham, G. Emerson WGY Schenectady; Martin, Paul, WKBW Buffalo; Martin, Thomas E., WRUN Rome; Mastin, Cecil D., WNBF Binghamton; Meachem, J. R., WELM Elmira; Miller, Edward, RCA, New York; Miller, Judge Justin, NAB, Washington; Miller, Paul, Gannett Newspapers, Rochester; Moon, Wm. Harold, BMI Canada Ltd.; Moore, William I., WBNX New York.

N

Nichols, J. L., RCA, New York.

O

O'Brien, Bernard C., WHEC Rochester.

P

Paul, Sol, BROADCASTING, New York; Paxton, Norris, AP, Albany, Pledge, Tom, UP; Podbielniak, Ted, WXRA Kenmore.

R

Richards, Robert K., NAB, Washington; Roberts, C. S., WWHG Hornell; Ryder, Stephen W., WENE Endicott.

S

Saiff, Louis Jr., WWNY Watertown; Scala, Edward, WNBF Binghamton; Sherwood, Alex, Standard Radio, New York; Siverson, Charles, WHAM Rochester; Smith, Stan, AP, New York; Soule, E. R., WFBL Syracuse; Soule, O. F., WFBL Syracuse; Sparnon, Ken, BMI, New York; Sprague, Glenn L., WWHG Hornell.

T

Tackley, Mitchell C., WICY Malone; Tallcott, John F., Sesac Inc., New York; Thomas, Eugene S., WOR New York; Townsend, S. W., WARC Rochester.

V

Vadeboncoeur, E. R., WSYR Syracuse.

W

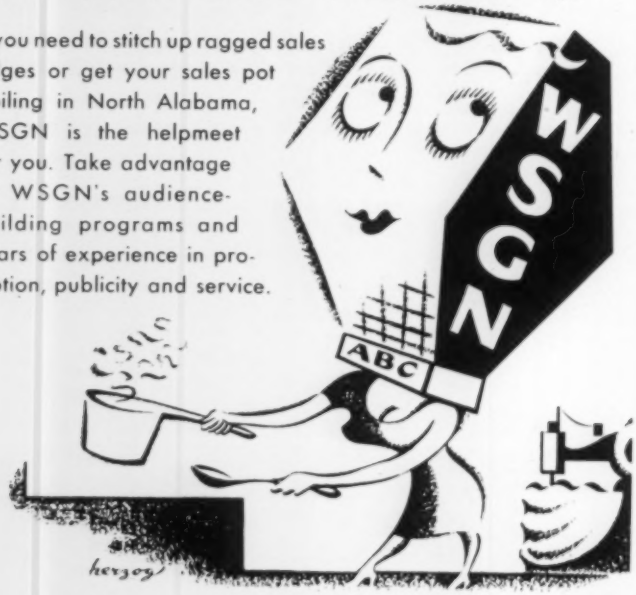
Walsh, Lloyd P., WWHG Hornell; Welpott, R. W., WGY Schenectady; Wheeler, Clarence, WHEC Rochester; Wheeler, LeMoine C., WHEC; Whyte, Lee, WARC Rochester; Wiig, Gunnar O., WHEC; Wilder, H. C., WSYR Syracuse; Williams, David R., Standard Radio, New York; Wood, Helen, WIBX Utica.

Field Quits World

GEORGE FIELD has resigned as assistant station relations manager of World Broadcasting System Inc., which was purchased recently by the Frederic W. Ziv Co. Mr. Field is planning a vacation, and then will announce his future plans.

. . . and she can cook

If you need to stitch up ragged sales edges or get your sales pot boiling in North Alabama, WSGN is the helpmeet for you. Take advantage of WSGN's audience-building programs and years of experience in promotion, publicity and service.



ALABAMA'S BEST *BUY* FAR!

WSGN

WSGN — FM

THE NEWS-AGE-HERALD STATIONS

Birmingham 2, Alabama — Headley Reed National Reps.

DENVER WILL BE HOST TO RADIO JOURNALISTS

ANNUAL meeting of the Council on Radio Journalism will be held Aug. 31 at the Cosmopolitan Hotel, Denver, it was announced last week. The council will cover a full agenda, calling for morning, afternoon, and evening sessions, according to Mitchell V. Charnley, professor of journalism, U. of Minnesota, chairman of the meeting.

The council will move on to Boulder, Col., the following day (Sept. 1) to meet with journalism teachers who will be holding their annual convention in that city.

Council members in addition to Chairman Charnley are:

E. R. Vadeboncoeur, vice chairman, vice president of WSYR Syracuse, N. Y.; Arthur Stringer, secretary-treasurer, director of NAB Special Services Dept.; Kenneth G. Bartlett, director, Radio Workshop, Syracuse U.; Floyd E. Baskette, associate professor of journalism, Emory U.; William Brooks, vice president, NBC; Jack Harris, general manager, KPRC Houston; Karl Koerper, vice president and managing director, KMBC Kansas City; Fred S. Siebert, director of school of journalism, U. of Illinois; and Paul E. Wagner, associate professor of journalism, Ohio State U.

Summer Radio Institute Tuition Refunds Awarded

FULL-TUITION refunds to the recently-completed seventh annual NBC Northwestern Summer Radio Institute were awarded to Idale Woodson of Peoria, Ill., and Hubert Cordier of Meadville, Pa., by H. E. Showerman, network vice president in charge of the Central Division, at a reception Aug. 6.

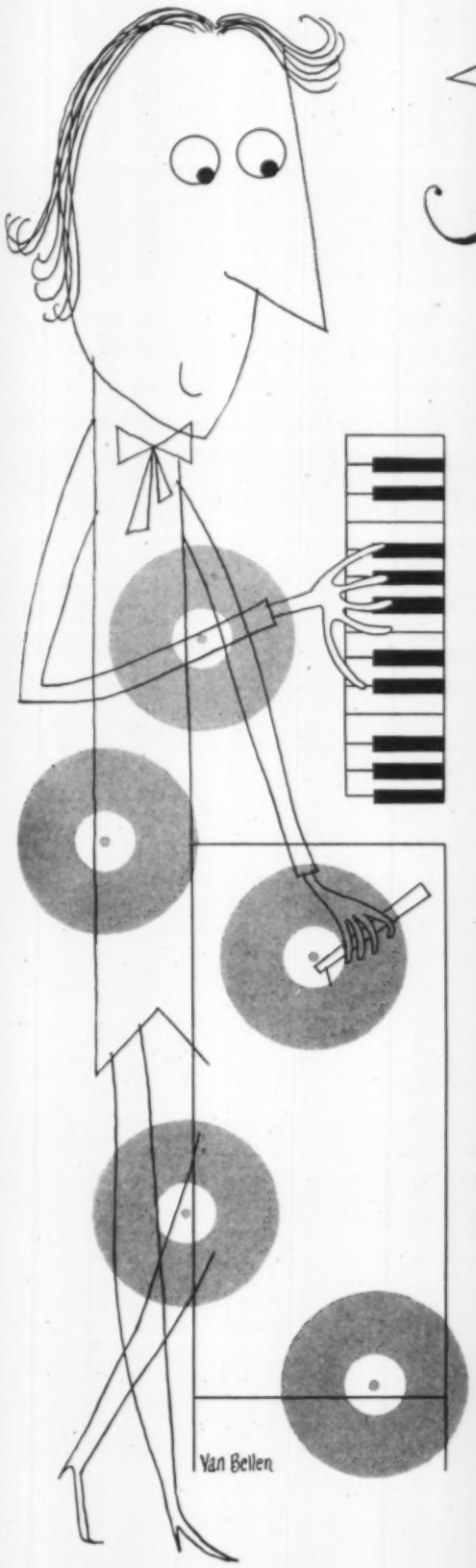
Half scholarships, in the form of half-tuition refunds, went to Hazel Jacobson of Rochester, Minn., and Esko J. Takkunen of Evanston, Ill.

Honorable mentions were presented to Virginia Williams, Evanston, Ill.; Betty Holcomb, Lincoln, Neb.; R. Fred Brown, Asheville, N. C.; Romulo E. Soldevilla, Lincoln, Neb.; David Krause, St. Louis; and Paul Taff, Evanston, Ill. P. Dean Raymond of Chicago, writer of the prize-winning institute dramatic script, was given $100 by the university.

Miss Judith Waller, director of education and public affairs of NBC's Central Division and co-director of the institute, awarded certificates to 92 students who completed the advanced course.

TV Film Discussion

"NON-THEATRICAL Film as an Expanding Market" was discussed by a panel of four at weekly meeting of Hollywood Advertising Club held Aug. 9 at Hollywood-Roosevelt Hotel. Speakers included Roland Reed, owner Roland Reed productions; Walter Rivers, Castle Films executive; Lee Spencer, manager sales service department, Union Oil Co.; Kenneth MacGowan, director of UCLA theatre arts department. Special guests were Eddie Albert, film star and head of Albert Pictures, and Frank Capra, director-producer.



another first by

Charles Stark Productions ...

Jacques Fray

radio's first

classical disc jockey

Looking for a completely *new idea in programming* . . . a show that opens up a whole new avenue of sponsors and listeners? Then send today for the bright, new folder giving the facts about the new JACQUES FRAY SHOW. We'll send it to you free, along with an audition record, if you drop us a line, send us a wire, or give us a jingle via long distance.

Jacques Fray, world famous pianist of the Fray and Braggiotti team, now becomes radio's *first* classical disc jockey. He calls on his colorful career to supply him with new and unusual facts about composers and performers . . . invites top stars of the music world as his guests at the turntable . . . introduces music that comes from your own station's record library . . . he puts a *smile* into serious music. In Jacques Fray's own words, ". . . this isn't a program for highbrows. It's for people who like to listen to music."

The JACQUES FRAY SHOW has proven its merit before millions of listeners in America's most discriminating city . . . New York. Now it's ready to do an equally outstanding job for local and regional advertisers throughout the nation.

half-hour program for 3-a-week broadcast

COMPLETE AUDIENCE PROMOTION PLAN FREE

Attention Radiomen: the JACQUES FRAY SHOW may be sponsored by *one, two* or *three* advertisers.

Charles Stark Productions

366 MADISON AVENUE NEW YORK 17, N.Y.

Maurice Speiser, NAPA Counsel, Heart Victim

MAURICE SPEISER, 68, general counsel of the National Assn. of Performing Artists since its inception more than a decade ago, died in Philadelphia Aug. 5 of a heart attack. He had made his home at 67 Park Ave., New York.

Mr. Speiser is credited with having several pieces of legislation introduced in Congress, amending current laws affecting performers' rights. His most recent bill, entered last spring, received hearings by a Senate subcommittee, although no action was taken. NAPA indicated last week that no final action had been taken on any of Mr. Speiser's bills, but that he had "excited sufficient interest" to create Congressional discussions.

Before joining NAPA Mr. Speiser was an assistant district attorney in Philadelphia for 15 years.

Damon Runyon Stories

PLANS for transcribed adaptations of 156 Damon Runyon short stories were announced last week by Mayfair Transcriptions Co. Production of first of 52-week series got underway Aug. 11, according to Bob Reichenbach, firm's sales manager. Russell Hughes is doing scripts, Richard Sanville is directing with Bern Carstenson serving as producer. Initial news of series was disclosed at the NAB conclave in Los Angeles [BROADCASTING, May 24].

STATION SALES

Eight Seek Approval of FCC

SALES of five AM and three FM stations, with considerations totaling approximately $100,000, were reported in applications filed with FCC last week requesting Commission approval of the transactions.

Meanwhile it was announced by Burbank Broadcasters Inc., licensee KWIK Burbank, Calif., that 46% interest in firm had been purchased for about $100,000 from Sam Kerner (25%) and Carl Altman (21%) by Earl E. Rose, Chicago attorney, and George H. Bowles, Los Angeles businessman. Application for FCC consent is forthcoming.

According to newly filed transfer applications at FCC, Roy N. Hofheinz, chief owner of KTHT Houston and permittee of KSOX Harlingen, Tex., acquires 49% interest in WTNB and WTNB-FM Birmingham, Ala., from Thomas N. Beach, sole owner, for consideration totaling $29,400. A. C. Neff and Nephew K. Clark become equal owners of WDAR and WDAR-FM Savannah, Ga., through sale by Mr. Neff of 40% interest to the latter for $12,000.

A one-half interest in WHBO Sulphur Springs, Fla., is sold by James D. Sinyard for $25,000 to Harry J. Dunlap while for the same consideration D. O. Kinnie disposes of his 51% holding in KKIN Visalia, Calif., to Lyman Treaster, KKIN manager, and Albert F. Blain, station sales manager, who acquire holding as partners. J. C. Rothwell, sole owner KVOW Littlefield, Tex., sells one-quarter interest in the station to J. B. McShan, commercial manager, for $4,885. O. A. Tedrick, one-third owner KWOC and KWOC-FM Poplar Bluff, Mo., retires from operation and recovers his investment to date. Amount was not specified in application. A. L. McCarthy and J. H. Wolpers continue as equal owners.

Following are details on applications for station transfers and assignments:

WTNB WTNB-FM Birmingham, Ala.—Assignment of license of WTNB and permit for WTNB-FM from Thomas N. Beach, sole owner, to new partnership, Radio Station WTNB, composed of Mr. Beach as 51% owner and Roy M. Hofheinz 49% owner. Consideration is $29,400. Mr. Hofheinz, 75% owner KTHT Houston and permittee KSOX Harlingen, Tex., has television application pending at Houston and AM applications pending at Dallas, San Antonio and New Orleans, the last receiving a proposed grant [BROADCASTING, July 5]. Deal provides that $14,500 of sale price goes to Mr. Beach for 24% interest with rest going to Evelyn S. Hicks for 25% interest acquired from Mr. Beach in pact to form new corporation to operate station. Proposal with Mr. Hicks, station manager, no longer is in effect. Mr. Beach stated in application he must devote considerable time to other interests because of serious illness of his brother. WTNB is assigned 5 kw day, 1 kw night on 850 kc.

KVOW Littlefield, Tex.—Assignment of license from J. C. Rothwell, sole owner, to new partnership, Southwestern Broadcasters, composed of Mr. Rothwell as 75% owner and J. B. McShan, KVOW commercial manager, 25% owner. Mr. McShan pays $4,885 for one-quarter interest. KVOW is assigned 250 w on 1490 kc.

KWOC KWOC-FM Poplar Bluff, Mo.—Assignment of license KWOC and permit KWOC-FM to new partnership of same name, Radio Station KWOC, including two of three former partners, A. L. McCarthy and J. H. Wolpers. O. A. Tedrick retires from former co-partnership and sells his holding in equal shares to continuing partners at investment value. Figure not given. KWOC is assigned 250 w on 1340 kc.

WDAR WDAR-FM Savannah, Ga.—Transfer of control WDAR Inc., licensee, from A. C. Neff to Nephew K. Clark through sale by Mr. Neff of 120 shares (40%) for $12,000. Each becomes 50% owner. WDAR is assigned 250 w on 1400 kc.

WHBO Sulphur Springs, Fla.—Assignment of license to new partnership of same name, Sulphur Springs Broadcasters, composed of one of two former partners. Retiring partner, James D. Sinyard, sells 50% holding for $25,000 to Harry Dunlap, retail milk dealer at Elyria, Ohio, for five years, who becomes business manager of station. Continuing partner Harold Dunlap moves to post of general manager. WHBO is assigned 250 w daytime on 1050 kc.

KKIN Visalia, Calif.—Transfer of 51% of stock held by D. O. Kinnie in KKIN Inc., licensee, to Lyman Treaster and Albert F. Blain, partnership, for consideration of $25,000. Mr. Kinnie retires to devote time to other interests. Mr. Treaster is general manager of KKIN while Mr. Blain is sales manager of station. KKIN is assigned 250 w on 1400 kc.

Other transfers, not previously reported, which have been filed:

KVER Albuquerque, N. M.—Assignment of construction permit for Intermountain Broadcasting Co. to Westernair Inc., new firm, for $50,000. Principals of Westernair include: William T. Kemp, one-third owner KVOU Uvalde, Tex., and ex-general manager of KVOP Plainview, Tex., president-general manage 50%; Robert Hinn, vice president of Consolidated Gas and Equipment Co. of Texas, vice president 12.5%; Marian Hinn Riggs, vice president of Harvest Queen Mill and Elevator Co., Plainview flour mill, vice president 12.5%; Vincent Tudor, Plainview attorney, secretary 12.5%; Harold Hinn, chairman of board of Harvest Queen Mill, treasurer-chairman of board 12.5%. KVER is assigned 250 w on 1490 kc.

WSLN Fort Lauderdale, Fla.—Assignment of construction permit from Southland Broadcasting Corp. to George D. Gartland for expenses to date, $5,506.69. Mr. Gartland is theatre operator in Pennsylvania and has 25% interest in WARD Johnstown and 24% interest in WVAM Altoona, Pa. Station has been equally owned by Joseph W. Yates, operator, Yates Funeral Home; Claude C. Tillman Jr. and Ollie H. Tillman, each 16.5% owner Padrick's Tourist Cottages, Fort Pierce, and Robert Wadson, vice president and 25% owner WLOW Norfolk, Va. WSLN is assigned 250 w daytime on 1580 kc.

WHKP Hendersonville, N. C.—Assignment of license from Redege Broadcasting Co. to Radio Hendersonville Inc., new firm, for $13,175 plus assumption of obligations totaling some $20,000. Sellers are Monroe M. Redden and W. A. Egerton, partners. Principals of new firm include: Lawrence Robert Amos, former announcer at WISE Asheville and onetime program director at WNCA Asheville, N. C., president-treasurer and 40%; Clarence E. Morgan, president-general manager and 22% owner Morgan Bros., wholesale confections, and vice president and 16-2/3% owner Skyland Mfg. Co., candy manufacturer, both Asheville, vice president 50.5%; Virginia Morgan Amos, secretary 6%, and Claire Fleeger Morgan, 3.5%. WHKP is assigned 250 w on 1450 kc.

KEVT Kerrville, Tex.—Assignment of contruction permit from Leonard B. Brown, sole owner, for $65,000 to Kerr County Broadcasting Co., new firm composed of Arthur Stehling, attorney, and Walter T. McKay, chief entomologist for Texas Dept. of Agriculture and sole owner McKay Appliances, electric goods store. Each holds 50% interest. KEVT is assigned 250 w on 1230 kc.

KVLH Pauls Valley, Okla.—Assignment of license from James T. Jackson trading as Pauls Valley Broadcasting Co. to KVLH Broadcasting Co., new partnership composed of Mr. Jackson as 51% owner; Galen O. Gilbert, KVLH general manager, 25%; Phil Crenshaw, station program director, 8%; Harley E. Walker, station chief engineer, 8%, and George A. Rountree, engineer, 8%. Mr. Gilbert pays $18,750 for his 25% interest while others pay $6,000 each for 8% interests. All have been with outlet since inception. KVLH is assigned 250 w daytime on 1470 kc.

KOLE Port Arthur, Tex.—Assignment of license from Port Arthur Broadcasting Co. to new partnership of same name including two of former partners, Socs N. Vratis, general manager, and Mary A. Petru, program director. Gray R. Harrower and Branch C. Todd sell their 25% interest each for $12,000 to continuing partners who then hold 50% apiece. KOLE is assigned 250 w on 1340 kc.

TIME OUT . . . . .

Duluth, Minn.—"I've got to rest," gasps Otto Mattick. "I'm all worn out from rushing around this booming Duluth-Superior market."

No wonder Otto needs a breather. The activity in this wealthy, swiftly-growing Duluth-Superior market is terrific. Since 1945, the total effective buying income has jumped 27.6% and the population 15.5%.

KDAL is the pet radio station in this wealthy metropolitan area . . . when your sales message is heard on KDAL, you get action—fast!

Mark this booming Duluth-Superior market for your next campaign. Let Avery-Knodel show you how to use KDAL for more sales.

NBC Offers Sports Show Recorded to West Coast

SPORTS show *Touchdown Tips With Sam Hayes* has been made available on records by NBC to its West Coast affiliates for the first time in the show's seven years on the air. It previously was sponsored on the coast as a live show by General Petroleum Motor Oils, but this is the first time the recorded program has been made available to West Coast local and regional sponsors.

It will begin Sept. 10 as a 13 weeks 15-minute series.

R. Victor Staples

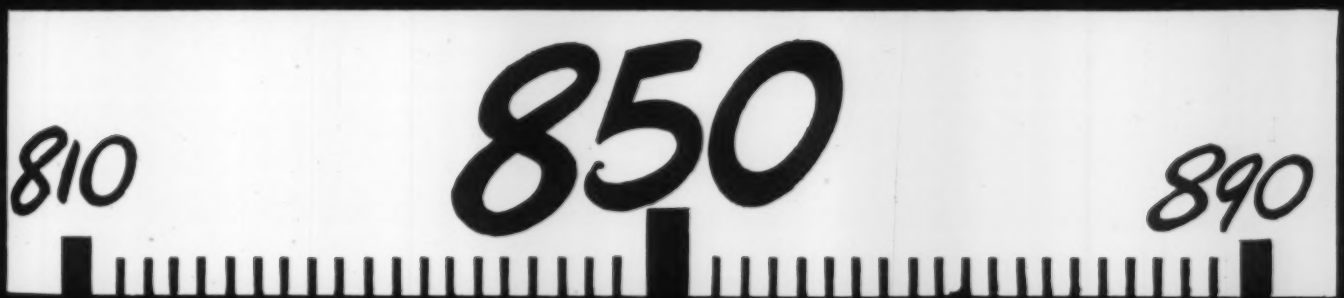
R. VICTOR STAPLES, 37, commercial manager of CKRC Winnipeg, died suddenly of heart attack at his home on Aug. 10. He had been at work the previous day. He was formerly with All-Canada Radio Facilities organization.

Now on the Air!

WXKW

ALBANY · TROY · SCHENECTADY

The Big New Voice in the Valleys



10,000 WATTS—DAY AND NIGHT

ABC BASIC

Champlain Valley Broadcasting Corp.

Steve Rintoul—Pres Hal Meyer—Mgr

TV Count

(Continued from page 27)

Status	City and Applicant	Call Letters	Channel No.
A-H	Johnson-Kennedy Radio Corp.		2
A-H	Sun & Times Co.		13
A-H	Warner Bros. Pictures		13
A-H	Zenith Radio Corp.		2
Peoria			
CP	Peoria Bcstg. Co.	(WMBD-TV)	6
A	West Central Bcstg. Co.		12
Quincy			
A	Lee Bcstg. Inc.		11
Rockford			
A	Rockford Bcstrs.		12
Rock Island (see also Moline, Davenport)			
CP	Rock Island Bcstg. Co.	(WHBF-TV)	4
	INDIANA		
Bloomington			
CP	Sarkes & Mary Tarzian	(WTTV)	10
Fort Wayne			
A	Northeastern Ind. Bcstg. Co.		4
A	Farnsworth Tele. & Radio Corp.		4
Indianapolis			
CP	Wm. H. Block Co.	(WUTV)	3
A-H	Crosley Bcstg. Co.		12
A-H	Indiana Bcstg. Corp.		12
A-H	Indianapolis Bcstg. Inc.		8
A-H	Universal Bcstg. Co.		8
CP	WFBM Inc.	(WFBM-TV)	6
South Bend			
A	South Bend Tribune		13
	IOWA		
Ames			
CP	Iowa State	(WOI-TV)	4
Cedar Rapids			
A	Gazette Co.		7
Davenport (see also Moline-Rock Island, Ill.)			
CP	Central Bcstg. Co.	(WOC-TV)	5
A	Davenport Bcstg. Co.		2
Des Moines			
A-H	Central Bcstg. Co.		12
A-H	Cowles Bcstg. Co.		9
A-H	Independent Bcstg. Co.		5
A-H	Murphy Bcstg. Co.		2
A-H	Tri-State Meredith Bcstg. Co.		2
Iowa City			
A	State U. of Iowa		11
	KANSAS		
Topeka			
A	Midland Bcstg. Co.		7
A	Topeka Bcstg. Assn.		11
Wichita			
A	Okkan Tele. Chain		4
	KENTUCKY		
Louisville			
CP	WAVE Inc	(WAVE-TV)	5
CP	WHAS Inc	(WHAS-TV)	9
A	Mid-America Bcstg. Corp.		13
	LOUISIANA		
Baton Rouge			
A	Baton Rouge Bcstg. Co.		9
New Orleans			
CP	Maison Blanche	(WRTV)	4
A-H	Loyola U.		10
A-H	New Orleans Tele. Co.		2
CP	Stephens Bcstg. Co.	(WDSU-TV)	6
A-H	Mississippi Valley Bcstg. Co.		10 or 2
CP	Times-Picayune Pub. Co.	(WTPS-TV)	7
Shreveport			
A	Mid-South Tele. & Bcstg. Co.		6
A	International Bcstg. Co.		8
A	Shreveport Tele. Co.		8
A	Fairfield Manor Tele. Co.		11
A	KTBS Inc.		4
	MAINE		
Portland			
A	Congress Square Hotel		11
A-H	Guy Gannett Bcstg. Services		8
A-H	Oliver Bcstg. Corp.		8
	MARYLAND		
Baltimore			
O	A. S. Abell Co.	(WMAR-TV)	2
O	Hearst Radio	(WBAL-TV)	11
CP	Radio-Tele. of Baltimore	(WAAM)	13
Cumberland			
A	Tower Realty Co.		2
Hagerstown			
A	Hagerstown Bcstg. Co.		6
	MASSACHUSETTS		
Boston			
A-H	Boston Metropolitan Tele. Co.		9
A-H	CBS		9
A-H	Mass. Bcstg. Corp.		9
A-H	Matheson Radio Co.		13
A-H	New England Tele. Co.		13
A-H	New England Theatres		13
CP-H	Raytheon Mfg. Co., Waltham	(WRTB)	2
A-H	20th Century-Fox		13
O	Westinghouse	(WBZ-TV)	4
O	Yankee Network	(WNAC-TV)	7
Fall River (see also New Bedford)			
A-H	Fall River Herald News		8
A-H	New England Tele. Co.		8
Holyoke (see also Springfield)			
A-H	Hampden-Hampshire Corp.		3
Lawrence (see also Lowell, Haverhill)			
A-H	Hildreth & Rogers Co.		6
Lowell (see also Lawrence, Haverhill)			
A-H	Lowell Sun Pub. Co.		6
***New Bedford** (see also Fall River)			
A-H	E. Anthony & Sons		1
Springfield (see also Holyoke)			
A-H	New England Tele. Co.		3
A-H	Yankee Network		3
Worcester			
A-H	New England Tele. Co.		5
A-H	WTAG Inc.		5
	MICHIGAN		
Detroit			
O	Evening News Assn.	(WWJ-TV)	4
CP	Fort Industry	(WTVO)	2
CP	WXYZ Inc.	(WXYZ-TV)	7
A-H	United Detroit Theatres		5
A-H	WJR, Goodwill Station		5
Flint			
A-H	Advertisers Press		11
A-H	Booth Radio Stations		11
Grand Rapids			
A	Furniture City Bcstg. Corp.		9
A	Grandwood Bcstg. Co.		9
CP	Leonard Versluis	(WLAV-TV)	7
Kalamazoo			
CP	Fetzer Bcstg. Co.	(WKZO-TV)	3
Lansing			
CP	WJIM Inc.	(WJIM-TV)	6
Saginaw (see also Bay City)			
A	Saginaw Bcstg. Co.		13
	MINNESOTA		
Minneapolis (see also St. Paul)			
A	Beck Studios		7
A	Independent Merchants Bcstg. Co.		7
CP	Minnesota Bcstg. Corp.	(WTCN-TV)	4
CP	Northwest Bcstg. Co.	(KTRV)	9
St. Paul (see also Minneapolis)			
O	KSTP Inc.	(KSTP-TV)	5
A	WMIN Bcstg. Co.		2
	MISSISSIPPI		
Jackson			
A	Mid-South Tele. Bcstg. Co.		7
	MISSOURI		
Clayton (see also St. Louis)			
A	Evan. Luthern Synod		2
Kansas City (see also Kansas City, Kans.)			
CP	Kansas City Star	(WDAF-TV)	4
A-H	KCKN Bcstg. Co.		2
A-H	KCMO Bcstg. Co.		5
A-H	New England Tele. Co.		5
A	20th Century-Fox		9
A-H	WHB Bcstg. Co.		5
A-H	Midland Bcstg. Co.		9
St. Joseph			
A-H	KFEQ Inc.		13
A-H	Midland Bcstg. Co.		13
St. Louis			
A-H	Globe Democrat Pub. Co.		13
A-H	New England Tele. Co.		4
A-H	Thos. Patrick Inc.		9
O	Pulitzer Pub. Co.	(KSD-TV)	5
A-H	St. Louis U.		7
A-H	Star-Times Pub. Co.		4
A	20th Century-Fox		9
	NEBRASKA		
Omaha			
A-H	Central States Bcstg. Co.		7
A-H	KFAB Bcstg. Co.		7
CP	May Bcstg. Co.	(KEYT)	3
CP	Radio Station WOW	(WOW-TV)	6
	NEW HAMPSHIRE		
Manchester			
A	Grandview Inc.		12
Portsmouth			
A	WHEB Inc.		5
	NEW JERSEY		
Atlantic City			
A-H	Atlantic City Tele. Bcstg. Co.		8
A-H	Neptune Bcstg. Corp.		8
A-H	Press-Union Pub. Co.		8
Newark (see also New York, N.Y.)			
O	Bremer Bcstg. Corp.	(WATV)	13
Trenton			
A	Trent Bcstg. Corp.		8
	NEW MEXICO		
Albuquerque			
CP	Albuquerque Bcstg. Co.	(KOB-TV)	4
	NEW YORK		
Albany (see also Schenectady-Troy)			
A-H	Hudson Valley Bcstg. Co.		7
A-H	Meredith Champlain Tele. Corp.		9
A-H	Patroon Bcstg. Co.		9
A-H	Press Co.		2
A-H	Van Curler Bcstg. Co.		9
Binghamton			
CP	Clark Associates	(WNBF-TV)	12
Buffalo (see also Niagara Falls)			
A-H	Bcstg. Foundation		9
A-H	Buffalo Courier Express		7
A-H	New England Tele. Co.		9
O	WBEN Inc.	(WBEN-TV)	4
A-H	WGR Bcstg. Corp.		9
Corning			
A	Corning Leader		9
Elmira			
A	Elmira Star Gazette		9
Ithaca			
A	Cornell U.		4
New York			
CP	ABC	(WJZ-TV)	7
L	CBS	(WCBS-TV)	2
L	Allen B. DuMont Labs.	(WABD)	5
CP	Bamberger Bcstg. Service	(WOR-TV)	9
L	NBC	(WNBT)	4
O	WPIX Inc.	(WPIX)	11
Niagara Falls (see also Buffalo)			
A-H	Niagara Falls Gazette		9
Rochester			
A-H	Meredith Pub. Co.		11
CP	Stromberg-Carlson	(WHTM)	6
A-H	WARC Inc		11
A-H	WHEC Inc.		2
Schenectady (see also Albany-Troy)			
L	General Elec. Co.	(WRGB)	4
Syracuse			
CP	Meredith Pub. Co.	(WJTV)	8
CP	Radio Projects	(WTTE)	5
CP	WAGE Inc.	(WAGE-TV)	10
Troy (see also Albany-Schenectady)			
A-H	Troy Bcstg. Co.		9
A-H	Troy Record Co.		11

* Although Channel 1 has been deleted, FCC says E. Anthony & Sons has not modified its application.

(Continued on page 68)

25TH ANNIVERSARY **KFH** WICHITA, KANSAS

• 5000 WATTS DAY AND NIGHT

ALWAYS ENTERTAINING

For 25 years KFH has had a measuring stick for programming that can be summed up in three words, "Is it entertaining?" Patterned to supplement CBS network shows, all KFH produced programs are carefully measured with this yardstick. Talent is rehearsed by capable production supervisors and music is selected with a fine understanding of listener preference. There's not much on the air these days that can steal an audience away from KFH.

ADVERTISING GETS RESULTS ON KFH If you want to put a punch in your commercials, schedule them on KFH. Your commercials will be delivered with a professional touch that is comparable to the best network announcements. KFH announcers STUDY their script well in advance of the broadcast. Ask any Petry man, he has the complete KFH story. Ask him too, for the KFH open time schedule; he'll mail it regularly to your personal attention.

TOP HOOPERATED OUTLET FOR YOUR ADVERTISING MESSAGE

CBS IN WICHITA, KANSAS, 1330 Kc.

KFH IS THE RADIO VOICE OF THE WICHITA EAGLE

REPRESENTED NATIONALLY BY PETRY

KFH

OIL NEWSLETTER

PUBLISHED BY THE OIL INDUSTRY INFORMATION COMMITTEE — NUMBER 2 OF A SERIES

FOR YOUR INFORMATION:

Development of possible oil deposits in Tidelands off Texas-Louisiana coast now under way. Thus oil companies -- already supplying more oil than ever -- hope to tap what may prove to be one of nation's greatest sources of oil in the future.

With U.S. oil consumption greater than ever and going higher, the shelf which rings the Gulf Coast will be explored by at least thirty oil companies. So far, they've spent 26 million dollars to lease subsurface land having all the earmarks of a large oil potential.

First wildcat drilled on shelf will cost close to 2 million dollars. This illustrates tremendous risk taken by oil companies in the interest of the nation's future oil supply. Average well drilled on land costs $70 thousand. Even highest land-well costs -- one million dollars per well -- are doubled by fabulous expense of Tidelands drilling. Cost even more impressive when one remembers that only one well in ten is a "producer."

While Tidelands make the headlines, industry continues to expand facilities to supply more oil products for more cars, oil burners, planes, diesel trains and farm machines than we've ever had before. Production, refining, transportation and marketing companies are spending over 4 billion dollars to handle record amount of oil.

Attacking supply problem from another angle, industry is urging efficient use of oil products. Current ad urges replacement of old inefficient oil burners with newer, fuel-saving models. Number of U.S. oil burners has doubled since 1938...making conservation of fuel oil most important.

Oil transportation companies awaiting delivery of 37 huge new tankers, some having 10 million gallon capacity. Maritime press claims greater speed, capacity and efficiency make one new tanker equal to four pre-war carriers. Re-investment of business funds helps pay for such new equipment.

Imports of oil continue to outweigh exports. Nearly 15 million barrels of oil were imported in April alone. This is still another phase of industry's effort to supply oil products to the nation... when and where they are wanted. Round-the-clock work schedule which led to 200 million gallons of oil products daily in '47 will continue.

TV Count

(Continued from page 66)

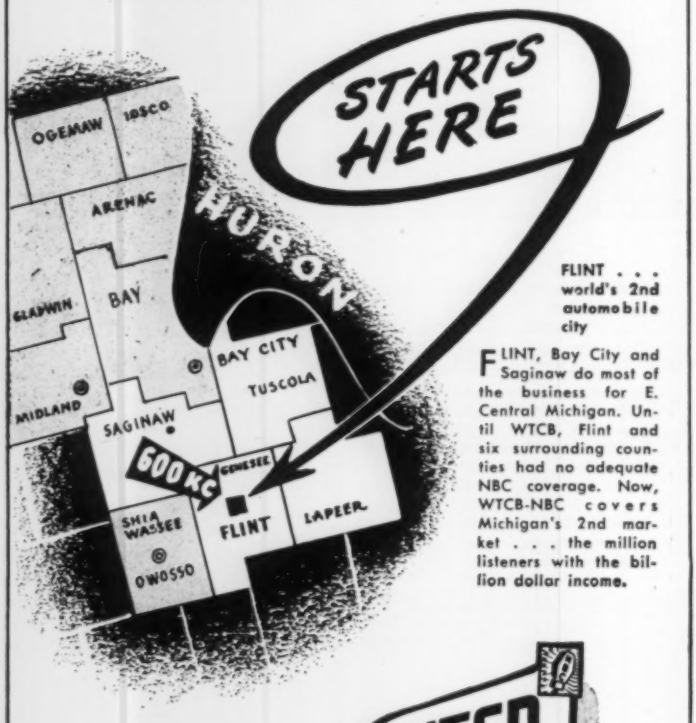
Status	City and Applicant	Call Letters	Channel No.
Utica (see also Rome)			
CP	Copper City Bcstg. Corp.	(WKAL-TV)	13
CP	Utica Observer-Dispatch	(WVTL)	3
NORTH CAROLINA			
Charlotte			
A-H	Inter-City Adv. Co.		11
CP	Jefferson Standard Bcstg. Co.	(WBT-TV)	3
A-H	Radio Station WSOC		9
A-H	Surety Bcstg. Co.		9
Greensboro			
CP	Greensboro News Co.	(WTLE)	2
A	Greensboro Bcstg. Co.		10
High Point			
A	Radio Station WMFR		12
Raleigh			
A	WPTF Radio Co.		5
OHIO			
Akron			
A-H	Allen T. Simmons		11
A-H	Summit Radio Corp.		11
Bellaire (see also Wheeling, W. Va.)			
A-H	Tri-City Bcstg. Co.		12
Canton			
A	Brush-Moore Newspapers		7 or 9
Cincinnati			
CP	Radio Cincinnati	(WKRC-TV)	11
O	Crosley Bcstg. Corp.	(WLWT)	4
A-H	Allen B. DuMont Labs.		2
CP	Scripps-Howard Radio	(WCPO-TV)	7
Cleveland			
A-H	Cleveland Bcstg.		2
A-H	Allen B. DuMont Labs.		2
CP	Empire Coil Co.	(WXEL)	9
CP	NBC	(WNBK)	4
O	Scripps-Howard Radio	(WEWS)	5
A-H	United Bcstg. Co.		7
A-H	WGAR Bcstg. Co.		7
A-H	WJW Inc.		2
Columbus			
CP	Crosley Bcstg. Corp.	(WLWC)	3
CP	Picture Waves	(WTVN)	6
CP	TV Inc.	(WBNT)	10
Dayton			
CP	Crosley Bcstg. Corp.	(WLWD)	5
CP	Miami Valley Bcstg. Corp.	(WHIO-TV)	13
Toledo			
O	Fort Industry Co.	(WSPD-TV)	13
A	Maumee Valley Bcstg. Co.		11
A	Toledo Blade Co.		10
Youngstown			
A-H	Mansfield Radio Co.		13
A-H	Vindicator Printing Co.		13
A-H	WKBN Bcstg. Corp.		13
OKLAHOMA			
Oklahoma City			
A	KOMA Inc.		5
A	Mid-South Tele. Bcstg. Co.		5
A	Okla. City Tele. Co.		9
A	Southwestern Pub. Co.		9
CP	WKY Radiophone Co.	(WKY-TV)	4
Tulsa			
CP	Geo. E. Cameron Jr.	(KOVB)	6
A-H	Public Radio Corp.		10
A-H	Tulsa Bcstg. Co.		8
A-H	Tulsa Tele. Co.		10
A-H	Southwestern Pub. Co.		8
A	Southwestern Sales Corp.		8
OREGON			
Portland			
A	KOIN Inc.		8
A	KPOJ Inc.		12
A	Edward Lasker		10
A	Oregonian Pub. Co.		6
CP	Video Bcstg. Co.	(KTVU)	3
A	Westinghouse Radio Stations		10
PENNSYLVANIA			
Allentown (see also Bethlehem-Easton)			
A-H	Lehigh Valley Bcstg. Co.		8
A-H	Penn-Allen Bcstg. Co.		8
A-H	Tri-City Telecasters		8
Altoona			
A	Central Pa. Corp.		9
A	Gable Bcstg. Co.		9
Bethlehem (see also Allentown-Easton)			
A-H	Philco Tele. Bcstg. Corp.		8
Easton (see also Allentown-Bethlehem)			
A-H	Easton Pub. Co.		8
Erie			
CP	Dispatch Inc.	(WICU)	12
A	Presque Isle Bcstg. Co.		3
Harrisburg			
A-H	Harold O. Bishop		8
A-H	WHP Inc.		8
Hazleton			
A	Hazleton Bcstg. Co.		2
Johnstown			
CP	WJAC Inc.	(WJAC-TV)	13
Lancaster			
CP	WGAL Inc.	(WGAL-TV)	4
Meadville			
A	Meadville Bcstg. Service		13
Philadelphia			
A-H	Daily News Tele. Co.		12
A-H	Pa. Bcstg. Co.		12
O	Phila. Inquirer	(WFIL-TV)	6
L	Philco. Tele. Bcstg. Corp.	(WPTZ)	3
O	WCAU Inc.	(WCAU-TV)	10
Pittsburgh			
A-H	Allegheny Bcstg. Corp.		8
CP	Allen B. DuMont Labs.	(WDTV)	3
A-H	Matta Bcstg. Co.		10
A-H	Pittsburgh Radio Supply House		10
A-H	United Bcstg. Corp.		10
A-H	WCAE Inc.		10
A-H	Westinghouse Radio Stations		6
A-H	WWSW Inc.		10
Reading			
A-H	Eastern Radio Corp.		5
A-H	Hawley Bcstg. Co.		5
Scranton (see also Wilkes-Barre)			
A	Appalachian Co.		7
Wilkes-Barre (see also Scranton)			
A-H	Louis G. Baltimore		11
A-H	Wyoming Valley Bcstg. Co.		11
Williamsport			
A	Central Pa. Corp.		13
A	WRAK Inc.		13
York			
A-H	Helm Coal Co.		8
A-H	Susquehanna Bcstg. Co.		8
RHODE ISLAND			
Providence			
A-H	Cherry & Webb Bcstg. Co.		13
CP	Outlet Co.	(WJAR-TV)	11
SOUTH CAROLINA			
Greenville			
A	Greenville News-Piedmont Co.		10
TENNESSEE			
Memphis			
A	Bluff City Bcstg. Co.		5
CP	Memphis Pub. Co.	(WMCT)	4
A	Mid-South Tele. Bcstg. Co.		9
A	WMPS Inc.		9
A	WREC Bcstg. Service		7
Nashville			
A	Capitol Bcstg. Co.		9
A	WLAC Bcstg. Service		7
A	WSIX Bcstg. Station		5
CP	WSM Inc.	(WSM-TV)	4
TEXAS			
Amarillo			
A	Amarillo Tele. Co.		5
Austin			
A	Austin Tele. Co.		8
Beaumont			
A	Lufkin Amusement Co.		10
Corpus Christi			
A	Corpus Christi Tele. Co.		6
Dallas			
A-H	A. H. Belo Corp.		12
A-H	Texas Television		10
A	City of Dallas		10
CP	KRLD Radio Corp.	(KRLD-TV)	4
CP	Lacy-Potter Tele.	(KBTV)	8
A-H	Variety Bcstg. Co.		2
Fort Worth			
CP	Carter Pub.	(WBAP-TV)	5
A	Tele. Enterprises		10
Houston			
A-H	Harris County Bcstg. Co.		5
A-H	Texas Tele. Co.		7
A-H	Houston Post Co.		4
A-H	KTRH Bcstg. Co.		5
CP	W. Albert Lee	(KLEE-TV)	2
A-H	Shamrock Bcstg. Co.		7
San Antonio			
A	Express Pub. Co.		7
CP	San Antonio Tele. Co.	(KEYL)	5
CP	Southland Industries	(WOAI-TV)	4
A	Walmac Co.		9
A	Mission Bcstg. Co.		12
Waco			
A	Waco Tele. Co.		6
Wichita Falls			
A	Wichita Falls Tele. Co.		8
UTAH			
Salt Lake City			
O	Intermountain Bcstg. Corp.	(KDYL-TV)	4
A	Edward Lasker		7
CP	Radio Service Corp. of Utah	(KSL-TV)	5
A	Salt Lake City Bcstg. Co.		7
A	Utah Bcstg. Co.		2
VIRGINIA			
Newport News (see also Norfolk-Portsmouth)			
A	Hampton Roads Bcstg. Corp.		7
Norfolk (see also Newport News-Portsmouth)			
A	Commonwealth Bcstg. Corp.		13
A	Tidewater Tele. Co.		11
A	WTAR Radio Corp.		4
Richmond			
O	Havens & Martin	(WTVR)	6
A-H	Larus & Bro.		10
A-H	Lee Bcstg. Co.		10
A-H	Richmond Radio Corp.		3
A-H	Southern Bcstrs.		8
WASHINGTON			
Seattle			
A-H	Fishers' Blend Station		2
A-H	KING Bcstg. Co.		7
A	Edward Lasker		7
A-H	Queen City Bcstg. Co.		11
CP	Radio Sales Corp.	(KRSC-TV)	5
A-H	Totem Bcstrs.		7
A-H	20th Century-Fox		11
Tacoma			
A	Tele. Tacoma		4
WEST VIRGINIA			
Charleston			
A	Charleston Tele. Inc.		7
A	Charleston Bcstg. Co.		13
Huntington (see also Ashland, Ky.)			
CP	WSAZ Inc.	(WSAZ-TV)	5
Wheeling (see also Bellaire, Ohio)			
A-H	W. Va. Bcstg. Corp.		12
WISCONSIN			
Madison			
A-H	Badger Bcstg. Co.		9
A-H	Radio Wisconsin		9
Milwaukee			
A-H	Hearst Radio		10
O	Journal Co.	(WTMJ-TV)	3
A-H	Milwaukee Bcstg. Co.		6
A-H	WEXT Inc.		6
A-H	Wisconsin Bcstg. System		8

Firm's Change of Name Featured in Campaign

THE Case Clothes chain, a subsidiary of United Merchants and Mfrs., has changed its name to Robert Hall Clothes and will use, through their agency Sawdon Adv. Co., New York, an intensive institutional radio campaign starting Aug. 18.

A heavy schedule of singing commercials and 15-minute programs will be placed on more than 35 radio stations in 20 cities. The theme of the campaign will be "Everything's the Same Except the Name."

YOUR NEW CHEVROLET OR BUICK



FLINT . . . world's 2nd automobile city

FLINT, Bay City and Saginaw do most of the business for E. Central Michigan. Until WTCB, Flint and six surrounding counties had no adequate NBC coverage. Now, WTCB-NBC covers Michigan's 2nd market . . . the million listeners with the billion dollar income.

TRENDLE-CAMPBELL BROADCASTING CORP. — WTCB — DETROIT

1000 Watts Day — 500 Night — FLINT, MICHIGAN — 600 KC

Paul H. Raymer, Representative

TV-AM Study

(*Continued from page 21*)

Vernon Brooks, representing WGN-TV Chicago, KTSL Hollywood and MBS; Thomas O'Neil, Yankee Network; Emerson Markham, WRGB Schenectady; R. E. Dunville and Dwight Martin, WLWT Cincinnati; Glenn Van Horn, WTTV Bloomington, Ind.; A. D. Dannebaum, WPTZ Philadelphia; Roger Clipp, WFIL-TV Philadelphia; William C. Eddy, WBKB Chicago; Merritt Coleman and Frank Falknor, CBS; Frank Russell, NBC; Lee Jahncke, ABC; Harold Burke, WBAL-TV Baltimore; Stanley Hubbard, KSTP-TV Minneapolis; Lee Wailes, Fort Industry Co.; George Burbach, KSD-TV St. Louis; Lawrence Phillips, WABD New York; Harry Bannister, WWJ-TV Detroit, and Walter J. Damm, WTMJ-TV Milwaukee.

Also in attendance were A. D. Willard Jr., executive vice president of NAB, and Don E. Petty, NAB general counsel.

Representatives of WBZ-TV Boston, WMBG Richmond, Va., KFI-TV Los Angeles, and WBEN-TV Buffalo had accepted invitations to the meeting, but at a late hour were unable to attend.

Poppele Absent

Conspicuous by his absence was Jack Poppele, WOR New York, president of TBA, who a week before was amused at the suggestion that NAB might tackle all of television's problems, thereby assuming TBA's functions. Judge Miller emphasized, however, that absorption of TBA by NAB was not even mentioned at Wednesday's session.

The NAB president said certain individuals had asked him to call the meeting, and preside, in the belief that if they took the initiative they might be accused of attempting to direct television's course.

Following the session, members of the group, exclusive of the NAB officials, held a discussion of industry developments. No official comment was made, but Mr. Hubbard of KSTP-TV said one of the questions raised was how to combat the high cost of films.

Recruiting Spots

AN EXTENSIVE transcribed spot program to stimulate reserve recruiting will be undertaken by the Naval Air Reserve Command, Glenview, Ill., Rear Admiral Richard F. Whitehead, USN, NAR chief, announced last week. Top Hollywood screen personalities, who were wartime Navy and Marine personnel, and big league baseball players will donate their time for the spots, to be carried free by 540 stations. The campaign was produced by Lt. Comdr. Walt Kimmell, USNR, the command's radio director.

PINCH-HITTING for a week as a disc m.c. on WOL Washington, Skitch Henderson (seated), New York orchestra leader, is all smiles. With him is Phil Hoffman, WOL's vice president and general manager. The orchestra leader took over for Mike Hunnicutt, WOL's regular disc m.c., on his early morning show while Mr. Hunnicutt was absent during week of Aug. 9.

District 7-8

(*Continued from page 25*)

Ohio; J. C. Jeffrey, WIOU Kokomo, Ind.; F. N. Jones, WJEL Springfield, Ohio.

K

O. J. Kelchner, WKNX Saginaw, Mich.; R. Kerns, WLOK Lima, Ohio; Jack Koch, WHAS Louisville; R. F. Kopf, J. H. McGillvra Co., Chicago.

L

Ernest Lackey, WHOP Hopkinsville, Ky.; H. S. Lackey, WSON Henderson, Ky.; John Langlois, Lang-Worth, New York; V. A. Latham, WKRC Cincinnati; M. L. Leich, WGBF Evansville, Ind.; Richard Leidy, WATG Ashland, Ohio; Merrill Lindley, M. H. Block Co., Indianapolis; L. W. Lindow, WFDF Flint, Mich.; Maury Long, BROADCASTING, Washington; G. S. Losey, WXLW Indianapolis; J. O. Luce, J. Walter Thompson, New York.

Mc

C. B. McConnell, R. B. McConnell, WHOT South Bend; John McCormick, WTAM Cleveland; Francis McKiney, WABI Adrian, Mich.; Harry McTigue, WINN Louisville.

M

J. A. Mahoney, MBS, Chicago; R. D. Maley, WHIZ Zanesville, Ohio; R. T. Mason, WMRN Marion, Ohio; Jack Mauros, WHK Cleveland; Don Menke, WEOA Evansville, Ind.; Nate Milder, WHIZ Zanesville, Ohio; Judge Justin Miller, NAB, Washington; E. P. Mills Jr., WELL Battle Creek, Mich.

N

Dick Neher, WCSI Columbus, Ind.; Helen Nelson, WHLS Port Huron, Mich.; K. R. Nelson, WTOL Toledo; V. A. Nolte, WHIZ Zanesville, Ohio; Gilmore Nunn, Nunn Stations.

P

J. F. Patt, WGAR Cleveland; Lin Pattee, BMI, New York; D. E. Payne, WELL Battle Creek, Mich.; Don Petty, NAB, Washington; D. S. Phaus, WITZ Jasper, Ind.; H. O. Potter, WOMI Owensboro, Ky.; H. U. Priestley, WWJ Detroit.

R

W. F. Reilly, NBC; T. T. Rembusch, WCSI Columbus, Ind.; O. E. Richardson, WASK Lafayette, Ind.; W. F. Rippetoe, WBOW Terre Haute, Ind.; T. A. Rozas, WCLT Newark, Ohio; Ed Rozhon, WVOB Hammond.

S

Sam Sague, WSRS Cleveland Heights, Ohio; R. M. Sampson, WSAI Cincinnati; J. P. Scherer, WHFB Benton Harbor, Mich.; Audrey Schroy, WKBV Richmond, Ind.; Bill Schudt, CBS, New York; W. H. Spencer, WHOT South Bend, Ind.; Burt Squire, BMI, Chicago; C. C. Steele, V. J. Steele, WVJS Owensboro, Ky.; W. H. Swintz, WSBT South Bend, Ind.

T to Z

F. J. Tate, WCOL Columbus, Ohio; Bob Thomas, WBNS Columbus, Ohio; Bill Thompson, BROADCASTING, Chicago; Herbert Thompson, Miles Labs., Elkhart, Ind.; C. H. Topmiller, WCKY Cincinnati.

W. E. Walbridge, WWJ Detroit; R. M. Ware Jr., Gates Radio Co., Quincy, Ill.; C. C. Warren, WCMI Ashland, Ky.; W. A. Warrick, WJOB Hammond; F. G. Weil, WTTH Port Huron, Mich.; Pierre Weis, Lang-Worth, New York; Miller Welch, WLAP Lexington, Ky.; E. E. S. Weldon, WKYW Louisville; N. C. Widenhofer, WGL Fort Wayne, Ind.; T. W. Wilson, Washington; D. M. Wilburn, WKYW Louisville; J. E. Willis, WLAP Lexington, Ky.; J. M. Wynn, WHAS Louisville.

William Young, Capitol Transcriptions, Hollywood.

Graeme Zimmer, WCSI Columbus, Ind.

Rules List

A CHECK LIST of FCC's rules and regulations, showing which may be secured from the Commission and which must be purchased through the Office of the Superintendent of Documents, Government Printing Office, was released by FCC last week. The list covers all rules and amendments issued through Aug. 9, 1948.

CONFERENCE DROPPED BY CHICAGO COUNCIL

MEMBERSHIP of the Chicago Television Council has decided to temporarily postpone plans for a proposed National Television Conference this fall, it was disclosed at CTC's regular luncheon meeting last Tuesday in Chicago.

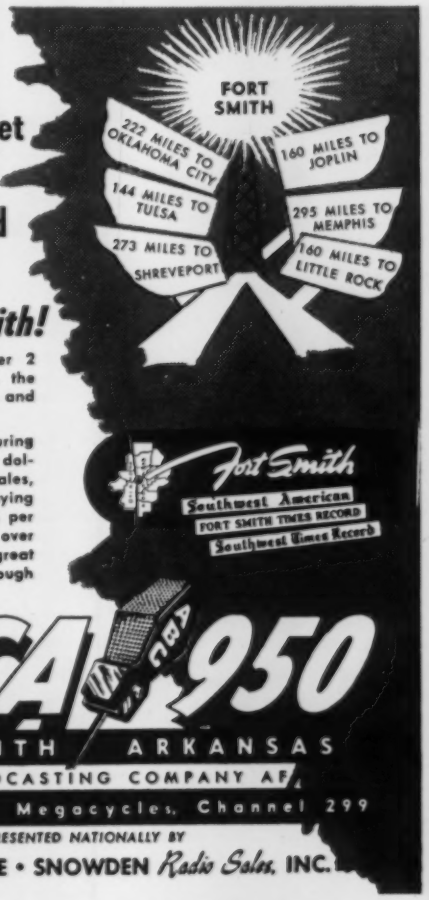
Project, worked out in committee sessions, would schedule a conclave of "working TV groups" from all over the country, brought together for the purpose of discussing mutual problems and seeking means of furthering TV welfare in Chicago. Plan was postponed, probably until next spring, due to lack of time for preparation and inadequate hotel bookings.

Three speakers, representing the agency, network and advertiser viewpoints, gave short talks on "Why an Advertiser Should Get Into Television Now." They were Fran Harris, TV and motion picture film director, Ruthrauff & Ryan Inc., Jerry Vernon, ABC Sales, and Harry Alter, of the appliance firm bearing his name. Chief reasons cited: (1) importance of establishing time franchises now; (2) testimonials of definite sales results in specific cases accruing from the offer of merchandise on that medium only and (3) the acknowledged impact of video for the advertiser's dollar.

KFSA
delivers a market that can't be covered from *Outside Ft. Smith!*

FORT SMITH, the number 2 market in Arkansas . . . the center of a rich agricultural and industrial market.

Sales from manufacturing average over 33 millions of dollars per year . . . retail sales, over 35 millions. Effective buying power is set at 58 millions per year. Bank deposits are over $1100 PER CAPITA! A great market . . . it's all yours through KFSA . . . Fort Smith.



KFSA 950
FORT SMITH ARKANSAS
AMERICAN BROADCASTING COMPANY AF
KFSA/fm—107.7 Megacycles, Channel 299
REPRESENTED NATIONALLY BY
TAYLOR • HOWE • SNOWDEN *Radio Sales* INC.

Fall Business

(*Continued from page 21*)

as compared to this year's 16%, and 15% (against this year's 4%) failed to answer the question.

Does this apportionment between programs and announcements differ from last fall's—if so, in what way? (See Chart III).

Almost half (49%) of the agencies reported their fall plans for non-network radio called for no change from last year's ratio of program vs. announcement expenditures; 17% planned to spend more on programs, and 22% estimated a greater share than last year for announcements.

In the poll taken last year, the number of agency executives stating that they planned to increase program expenditures was greater (22%) than this year (17%), as was the number predicting heavier announcement purchases (34% in the 1947 survey, 22% in the current one). However, the number this year (49%) indicating no change in the proportion of announcements to programs was considerably greater than last year (19%).

Again an attempt was made to evaluate the broadening scope of radio as an advertising medium by the question:

Are you planning to use radio this fall for any accounts which have not used radio before? (See Chart IV).

Two out of five agencies are planning to use radio for the first time on one or more of their accounts this fall. As was found last year, food was the most frequently mentioned type of account. Also with several mentions were automotive, drug and cosmetic, and appliance clients. Banks and financial institutions received a few mentions in this year's survey but none last year. On the other hand, transportation, schools, tobacco and dry cleaning did not appear this year as they did last.

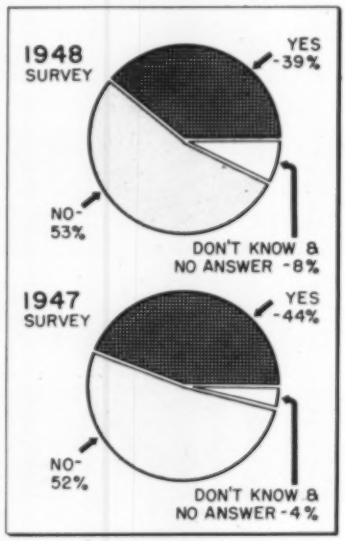
CHART III

Does this apportionment between programs and announcements differ from last fall's and, if so, in what way?

	1948 Survey	1947 Survey
More programs	17%	22%
More announcements	22	34
No difference	49	19
Indefinite or no answer	12	25
	100%	100%

CHART IV

Are you planning to use radio this fall for any accounts which have not used radio before?



KLAC-TV BIDS

Firm Seeks Specific Price Tags

COMPETITIVE bid for purchase of Dorothy Thackrey's KLAC-TV Los Angeles was prefaced last week in petition filed with FCC requesting the Commission to require naming of a specific price for the television property. Mrs. Thackrey has sold KLAC-TV along with KLAC Los Angeles and KYA San Francisco for overall consideration of $1,045,000 to Warner Bros. [BROADCASTING, June 28].

Petitioner is Southern California Television Co., newly formed corporation which includes Edwin W. Pauley, millionaire oilman, advisor to the late President Roosevelt and television applicant at San Francisco. Firm requests that in view of intent of FCC in formulating Avco rule on station transfer procedure, the Commission should require Mrs. Thackrey and Warner Bros. to modify their contract to specify individual considerations for each of the outlets and in a revised newspaper notice to announce that competitive bids for each or any of the facilities may be made within the usual 60-day Avco waiting period.

Southern California, which still is under organization, told FCC it is "ready, able, and willing to construct and operate a commercial television station on Channel 13 in Los Angeles" and desires to file a competitive bid under Avco for KLAC-TV. The petition pointed out that to be required under the proposed agreement to buy all three or none of the outlets "distinctly limits the number of competing applications which might otherwise be filed . . . defeats the purpose of the Commission's Avco procedure . . . and . . . violates past precedents and requirements" of FCC in transfers under Avco.

One consideration above all others requires separate pricing of the television outlet, the petition said, when the seller has a television permit rather than a license. FCC should know the consideration asked for KLAC-TV in order to determine whether or not there is "a sale of a television frequency, because if the price being paid for KLAC-TV is in excess of the expenditures actually incurred by Mrs. Thackrey in obtaining the grant and the reasonable value of whatever construction has been undertaken pursuant to the permit, we have a clear case of trafficking in a construction permit."

The petition said it is understood Warner Bros. planned to resell KLAC and keep KFWB Los Angeles since it has a better nighttime power. Adding that Warner Bros. also is a video applicant in Chicago, the petition continued that under these circumstances "it is a fair assumption that they are interested in Mrs. Thackrey's West Coast radio properties primarily because of the television construction permit which she holds for Los Angeles."

The petition explained the Commission not only has required separate valuation of a radio facility from other property being sold but also has required separate prices in the case of AM stations being sold as a package. "These precedents are sound," the petition held, since package deals of several outlets limit the field of those who could competitively bid and preclude local ownership of the outlets, considered preferred by FCC.

Concerning the allowed combined sale of joint AM and FM outlets, the petition related FCC's rules permit duplicated programming and the AM-FM outlets are component parts of one aural operation. Further, the Commission's allocations provide one and a half times as many FM facilities as AM stations in a given community whereas in television the scarcity of channels has not made this allocation possible. Thus, the petition said, a number of AM licensees in Los Angeles which would be ineligible because of the duopoly rule to file a competing application for KLAC, "might be very much interested in acquiring Station KLAC-TV."

Associated with Mr. Pauley in Southern California Television are the following Long Beach business and professional men: John G. and Henry H. Clock and R. A. Waestman, attorneys; Harry A. Buffum, president, Buffum Dept. Store; James Craig, president, Craig Shipbuilding Co.; E. E. Combs, Termo Co., petroleum firm, and Carl B. Shank, real estate.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

Again . . . Why Buy WDBJ

Because

WDBJ *alone* covers Roanoke and most of Southwest Virginia, a rich and rapidly growing market with *Billion Dollar Buying Power!* (S. M.) ● Now in its *25th year* of service, WDBJ represents *preferred* entertainment for its listeners and *effective selling* for its advertisers.

and Why Buy SOUTHWEST VIRGINIA

Because WDBJ's market represents 35.73% of Virginia's (and 7.90% of West Virginia's) *total buying power!*

ASK FREE & PETERS/

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., *National Representatives*

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON

Giveaways

(*Continued from page 23*)

FCC, owing to the absence of a definite FCC regulation on the subject.

Three elements exist in the generally accepted test as to whether a lottery exists. First, a prize must be awarded; second, chance or lot must be a factor; third, the winner must first put up some "consideration" as a prerequisite to winning. It is on the third element that the FCC proposes stringent definition.

A show would violate the lottery section of the Communications Act, according to the FCC, if a valuable prize is awarded to anyone whose selection depends on chance or lot, if as a condition of winning, he:

(1) Is required to furnish any money or thing of value or have in his possession any product of a sponsor;

(2) Is required to "be listening to or viewing the program in question on a radio or television receiver";

(3) Is required to answer a question whose answer has been given on the air;

(4) Is required to answer the phone or write a letter, if the phone conversation or the letter are to be carried on the air.

One network legal authority said that most rulings of the Post Office recently had defined "consideration" as pertaining only to money or a thing of value, a limited definition by comparison with the FCC's.

Three for the Money, an MBS program, he pointed out, had been cleared with the Solicitor of the Post Office Dept., who said as far as his rules were concerned it did not constitute a lottery. There is doubt that it would similarly survive the proposed FCC rule.

Whatever the outcome of the FCC intentions, most network executives agreed that considerable legal history would be made before the giveaway question was settled.

Tell 'em about A. U.*

when they want a future in

Audio-Video

Give young hopefuls sound advice—recommend A. U.'s radio-television course leading to B. S. degree with major in Radio—TV. It's taught by prominent Washington professionals!

COURSES: • writing • mike technique • music • newswriting • acting • sales • announcing • production • management • public service programming • policies & regulation • related courses in the School of Social Sciences and Public Affairs.

For complete details, or registration for Fall semester, write Director of Radio and Television.

***The American University**

1901 F St., N. W., Washington 6, D. C.

STATISTICIAN BOND

Chances on WARL Show Listed

—By Hearing Examiner—

FOR statistics lovers, FCC Hearing Examiner J. D. Bond inserted into his recommended decision in the WARL Arlington (Va.) lottery proceeding [BROADCASTING, Aug. 9] a footnote on listeners' chances of being called on quiz shows.

Noting that the program in question was carried every half hour, Mr. Bond wrote:

A theoretical estimate of 9,000 calls per year and 270,000 Washington telephone subscribers indicates that everyone might be called within 30 years except for the element of chance selection which would result in some multiple and some omitted calls.

The probabilities might interest the mathematically inclined. For example if the experience-indicated rate of WARL winner production should be maintained at 128 per 200 days, then all of the assumed 270,000 Washington telephone subscribers might expect to become winners in slightly more than 1,150 years, except, of course, for the uncontrollable caprice of chance and the inevitable fate of mortals.

ATTORNEY'S NEW BOOK ON LIBEL OFF PRESS

"ESSENTIALS OF LIBEL," by Paul P. Ashley, Seattle attorney, U. of Washington Press, 71 pp. $1.50.

DEFINING libel, the author notes "the law is evolving to treat a false broadcast as a libel," although formerly defamatory material via radio was regarded as a slander. Since the laws of libel are more severe than those relating to slander, Mr. Ashley's guide to the danger points should be useful to radio personnel, and especially newscasters and writers.

Even the well-intentioned may open themselves to damage suits unless extremely careful, Mr. Ashley points out. Libel laws and judicial determinations also vary from state to state, and Mr. Ashley cautions that a newspaper circulating in several states would be subject to their respective libel laws. Presumably the same principle would apply to radio stations whose listening area extends beyond the borders of a single state.

The book contains a five-page checklist of words and expressions which should be considered libelous from the article (or broadcast) itself, without reference to outside circumstances.

Status Quo on Baltimore Gag Case; Hearing Oct. 1

DUE to court instructions that no briefs should be filed in the Baltimore "gag rule" controversy until after the trial of the accused murderer is over, there were no developments on that front last week.

Five Baltimore stations and a news editor are awaiting Oct. 1 contempt hearings on a charge that they broadcast details of crime news in violation of a local court rule [BROADCASTING, Aug. 9]. NAB, ANPA, the American Civil Liberties Union and others have attacked the rule and come to the defense of the stations.

Intra-Store TV

(*Continued from page 26*)

Lee studios and one act plays by the Masquers and Straw Hat players.

Commercial phase of the demonstration included a millinery style show—presenting Parker's finest hats on live models. Dermott of London conducted a hair styling demonstration during which he illustrated the advantages and charm of his new "Baby-Curl Cut." A half-hour feature, *Around the Clock Fashions*, presented the latest autumn ready-to-wear and lingerie. A live demonstration was also given by the shoe department. Electrical appliances were shown in use, including ranges and ironers.

Over $150,000 worth of television equipment was sent by RCA, including two cameras and all related controls, mikes, receivers and a crew of five men—two directors, T. J. Brady and Jim McCarvill, and three technicians.

WOC Sets Scene

Before the RCA team arrived, they had enlisted the aid of WOC. Parker's and WOC built a special television studio with control booth on Parker's second floor and also supplied the scenery and props.

With Mr. Lottridge a number of other WOC staff members also gained valuable experience in video production and operation. Station staff members taking part in the demonstration included three cameramen, one assistant director, program manager, four assistant sound men, three announcers, two women as fashion commentators, three script writers and all professional talent.

Five days before the demonstration was to begin, the RCA crew set up the equipment and Mr. Lottridge and the WOC staff started rehearsal.

Gave TV Training

Not only was the demonstration a success for Parker's but it also gave the staff of WOC valuable training in video operation under trained personnel.

WOC was granted Channel 5 (76-82 mc) at Davenport on June 2. Grant is for visual and aural effective radiated powers of 22.9 kw with an antenna height above average terrain of 350 ft.

WSVS Crewe, Va., Reports Its Tower Was Sabotaged

WSVS Crewe, Va., has reported that its 294-foot tower was "sabotaged" last Thursday, "by what police authorities say was an instrument like a bolt cutter." Four guys were cut, the station reports, and the tower collapsed, interrupting broadcasting for nine hours while a temporary antenna was erected.

An automatic time device set the time of the tower collapse as 2:21 a.m., Thursday, Aug. 12. WSVS officials have announced that the station will continue operation with the temporary antenna while a new one is being built.

"WONDERLAND * IS BIGGER THAN MARYLAND," said Alice

"But that would make Wonderland bigger than New Jersey or Massachusetts or Delaware too," said the timebuyer.

"Well, we do cover a lot of territory down here in Texas," said Alice. "And speaking of Delaware, there are more people in Wonderland than the whole state of Delaware. So isn't it nice that you can tell them about your clients' products over the one station that's programmed just for them? Better write KBKI for availabilities."

**1000 WATTS CLASS II CLEAR CHANNEL 1070 KC.*

**WONDERLAND*: *the 13,000 square miles where almost 300,000 Texans listen regularly to KBKI.*

KBKI

ALICE *(in Wonderland)* **TEXAS**

Scott Decision

(*Continued from page 26*)

gerous sophistry that seems to be increasing these days."

FCC currently is pondering the case of WHAM, which is on temporary license pending further study of a complaint that it had refused air time to "Free Thinkers" organization [BROADCASTING, May 3].

Petition to FCC

Religious Radio Assn. a fortnight ago [BROADCASTING, Aug. 9], filed a petition with FCC asking clarification of the decision. RRA was fearful that the decision as it now stands might be construed to mean that stations "must make a right of reply available to atheists every time they broadcast church services, prayers, Bible readings, and other kinds of religious programs."

Contrasting the United States Constitution with that of the Soviet Union, Rep. Kersten cited the difference "between the case of the atheists and that of the radio station."

Article 124 of the USSR Constitution, he pointed out, reads, in part, as follows:

"Freedom of religious worship and freedom of anti-religious propaganda is recognized for all citizens."

The United States Constitution, he said, reads, in part, as follows:

"Congress shall make no laws respecting the establishment of religion or prohibiting the free exercise thereof."

"The Soviet Constitution," Rep. Kersten explained, "puts religion and atheism on an equal basis. The American Constitution makes no reference to atheism whatsoever. Atheism is foreign to our basic philosophy of government. There is no controversial public question in our philosophy of government as between religion and atheism. The framers of our form of government assumed the existence of God was beyond controversy in the minds of the founders of our government."

The legislator added that individuals may have a legal right under the freedom of speech clause to advocate atheism "all they wish" but that this, in itself, did not make atheism a "controversial public question."

"No one," Rep. Kersten declared, "will contend that the radio stations would have to give the 'Murder, Inc.' the same radio time as they give the police department in its efforts to protect human lives."

Donald Counihan, assistant to the legislator, said Rep. Kersten had "nothing definite in mind for legislation," but did intend to bring the matter to the attention of the Harness Committee.

Mr. Counihan said the legislator had been interested in and was familiar with activities of the committee.

Heffron Article

Rep. Kersten entered in the *Congressional Record* an article by Edward J. Heffron, president of Religious Radio Assn., entitled "Atheism Bids for a Place on the Air," which appeared in the July issue of *Columbia Magazine*.

In the article, Mr. Heffron pointed out that "God is officially recognized in the Declaration of Independence as the source and fountainhead of our liberties, as the bedrock of American democracy. The father of our country said 'religion and morality are indispensable supports' of good government."

He cited the Supreme Court decision in the case of Holy Trinity Church vs United States, proclaiming that "This is a religious people. This is historically true," and maintained that theism is not a controversial public issue but an officially accepted public proposition.

"It is on this basis," Mr. Heffron wrote, "that I think the Robert Harold Scott opinion should be overruled . . . FCC's decision in the WHAM case will be, in a very real sense, its first clear-cut and precedent-making decision on this question."

the HARRY NASH Sportscast

Nash has appeared on 4 networks as a golf commentator— is a baseball and football specialist.

15 minutes—Monday through Saturday 7:30 P. M.

An exclusive availability on

WNJR

the radio station of the Newark News

PARTY LINE

Tapped Wires Provide Lively Show on WMAQ

ALTHOUGH the mayors of Nome and Chicago don't agree on the summer weather, they both went on record in the first known broadcast of tapped telephone conversations Aug. 2, on a WMAQ Chicago afternoon news show. Aug. 2 was the first date on which such conversations could be recorded and aired legally under FCC regulations.

Leonard O'Connor of the news and special events staff called Mayor Martin H. Kennelly of Chicago, Mayor Luther Dunbar of Nome (reputedly the coldest spot in the U. S. and its possessions) and Henry Behoteguy of the industrial department of the Phoenix Chamber of Commerce, all of whom talked and disagreed about the weather.

The conversations, made on both local and long-distance lines, were fed into a wire-recorder direct from the Illinois Bell Telephone Co. line through a recorder-connector device attached to the telephone. Persons called in this way are told in advance of the interview that it will be used for broadcasting, and are reminded further of this every 15 seconds as an electronic "beep," a high-pitch warning note, is sounded. This can be switched off when the recording is dubbed. FCC requires constant use of the "beep" during these phone calls.

WMAQ plans to use the device for eyewitness accounts and spot newscasts.

Coast Ad Groups Meet Winners in AAAA Exam

THE 49 SUCCESSFUL candidates of the American Assn. of Advertising Agencies examination given in Los Angeles April 5 to prospective young advertisers were introduced to the Southern California chapter of AAAA and to the the Southern California Advertising Agencies Assn. at a banquet Aug. 12 at Los Angeles Athletic Club. The speaker, Richard Compton, founder of Compton Adv., New York, discussed "Advertising as a Career."

Gene Duckwall, Foote, Cone & Belding, Los Angeles business manager, and secretary-treasurer of SCAAA, introduced the candidates. Carl Tester, vice president and general manager of Philip J. Meany Co., Los Angeles, and SCAAA chairman, presided.

ABC Sued

(*Continued from page 22*)

agreed that if it was sold, the Blue Barron band would be employed on the program, Mr. Goodson would be employed as producer and Mr. Connell as script writer.

Unauthorized Sale Charged

Mr. Barron now charges an unauthorized sale of the program embodied in what is now known as *Stop the Music*, to ABC. He added that none of the defendants has informed him of the sale or any due profits or payments for his part in originating the idea.

The bandleader further said that despite his written demands to ABC to cease broadcast of the program, the network indicated it will continue to air *Stop the Music* because of contracts with Mr. Goodson and Louis G. Cowan Inc. Similar demands were written other defendants by Mr. Barron, he alleges, asking that they refrain from planning to sell the program rights, including television and stage show rights.

In filing suit, the orchestra leader demands payment of sums equal to half of the program profits received by the defendants, or, in the alternative, payment for reasonable value of the services performed by him in originating the program idea. He further demands that ABC be restrained from paying other defendants for any sale, release or contract relating to *Stop the Music* and that all defendants be restrained from attempting to effectuate any program sale.

KBA Meeting

THE KENTUCKY Broadcasters Assn. will hold its next meeting Oct. 22 and 23 at Owensboro. Directors attending an informal session, called in conjunction with the District 7 and 8 NAB meetings at French Lick, Ind., last week, set the dates. Those present were Harry McTigue, WINN Louisville, president; Hugh Potter, WOMI Owensboro; Charles Warren, WCMI Ashland; Ed Willis, WLAP Lexington; Pete Smith, WGRC Louisville, and Ernest Lackey, WHOP Hopkinsville.

RESULTS?
THAT'S US!
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS — NOW!
Interested? Ask
JOS. WEED & CO.,
330 Madison Ave., New York

Stock Dispute

(Continued from page 36)

sion of the four previously unissued shares.

Mr. Nelson contended that Barbara Leighton's interest meanwhile had been increased to 15 shares by the purchase of 11 from Benjamin Dubb (4 shares), Bradley Kincaid (4), and Prentiss Carnell Jr. (3).

He said Mr. Leighton bought these for a total of $9,800, and that another share was acquired from Mr. Carnell for $700 and issued to Harold Salern, company accountant, to hold for the benefit of Barbara Leighton. Similarly, Mr. Nelson claimed, Mr. Leighton acquired the remaining share owned by Mr. Carnell, also for $700, and that this is now held by James O'Loughlin, the company's local attorney, for the benefit of Miss Leighton.

The result, according to Mr. Nelson, is that he and Mr. Leighton have 33 shares each, but that Mr. Leighton and Miss Leighton have 50 of the 99 outstanding shares in addition to four shares held by Mr. Leighton's mother-in-law and one by his sister-in-law.

Cites April Incident

Mr. Nelson said his partner told him on April 1 that he had acquired control and warned him to "do his bidding or else." He said Mr. Leighton threatened to "put the screws" to him if he "talked to any of the parties from whom Leighton had acquired stock or if he attempted to make an investigation of the stock purchases."

He said Mr. Leighton told him on May 14, "Pal, you're through;" that his partner dismissed him as general manager on June 21; that a new board of directors was elected on July 19 and that a new slate of officers was named July 27 with Mr. Leighton as president and treasurer, Mr. O'Loughlin as secretary, and Walter Duncan, who had been hired as acting executive assistant and sales consultant, in Mr. Nelson's former post of vice president.

Discussing his own dismissal, Mr. Nelson said others who "were either dismissed or resigned because of Leighton's conduct" were Cecil Woodland, commercial manager, who, he said, was required to return his two shares of stock to the company at $400 per share under a prior agreement; Edward S. Flynn, program manager; Robert S. Cragin, promotion; Alice Pach, secretary to Mr. Nelson; Betty Tierney, assistant to Mr. Woodland; Jack Rourke, control operator-announcer; Richard Van Patten, salesman, and Jerry Coyle, singer and announcer.

Stockholders' Letters

In support of his petition Mr. Nelson submitted copies of several letters he said he had received. In one a former stockholder, James Healey, said Mr. Leighton had told him he was concerned about Mr. Nelson's mental condition and "strange behavior." In another, Bradley Kincaid, also a former stockholder, quoted Mr. Leighton as saying Mr. Nelson had assumed a dominating attitude and also had made associations which might damage the station's reputation, and that therefore Mr. Leighton wanted to get control to protect his own interests.

There were also copies of a purported exchange of letters between Mr. Leighton and Mr. Nelson, relating to the former's complaint that Mr. Nelson had made it impossible for them to determine policies jointly.

Mr. Leighton suggested in his letter that they select an impartial third person to join them in naming two other directors, and asserted that otherwise he would try to get the votes of other stockholders for election of such a board. Mr. Nelson's letter responded that the proper method was to fill present vacancies on the board, and asked that Mr. Leighton call a meeting for that purpose. Mr. Leighton responded, according to the copies submitted to FCC, that the informal method he had proposed seemed more desirable since it would be only a short time until the regular election of directors.

In his petition Mr. Nelson told the Commission that he and Mr. Leighton had formed a partnership in 1936 to operate an advertising agency, and had founded WSNY together in 1942. Mr. Nelson said he was in charge of public service, sales, personnel, promotion and allied matters for both the agency and the station, and that Mr. Leighton was in charge of financial affairs.

"So great was the trust which Petitioner reposed in Leighton that although checks . . . required a counter-signature, for many years Petitioner affixed his signature in advance to all of the checks in the check books of both the advertising agency and the radio station. . . . All went well until February of 1948 when Petitioner and his family went to Florida for their annual vacation," Mr. Nelson declared.

WSNY is an independent local operating on 1240 kc with 250 w fulltime.

JACKPOT TOWN

It's Fort Worth—And WBAP

—Listener Does It Again—

WITH ODDS astronomically against it, a major giveaway jackpot struck WBAP Fort Worth a second time when a local listener picked up ABC's $19,000 *Stop the Music* boodle Aug. 8.

By correctly identifying the mystery tune, a 1901 air called "Sun Dance," Mrs. Herbert Skelton, a bride of two weeks, collected one of those fabulous packages now disturbing the FCC.

Bonds, a television set, an automobile, a house trailer, a bracelet with a diamond for every birthday, a mink coat, and a Caribbean cruise were among the jackpot items.

Last December Mrs. Ruth Annette Subbie, also of Fort Worth, named Martha Graham as *Truth or Consequence's* Miss Hush for a $22,500 roundup. This also came via ABC's Fort Worth outlet, WBAP.

KPNI (FM) in Palo Alto Relinquishes Its Permit

CONSTRUCTION PERMIT for FM station KPNI Palo Alto, Calif., was deleted by FCC last week upon request of Peninsula Newspapers Inc., permittee, which told FCC it "feels that it would be economically impractical to construct and operate an FM station without an AM station."

Firm said its AM request has been pending FCC decision for 20 months after the hearing record in the case had been closed. The publishing firm continued that it desired a joint AM-FM operation. The FM outlet has been functioning on interim operation since July 1947. It had been granted conditionally in December 1945.

Facilities relinquished by the FM outlet were Class A, Channel 269 (101.7 mc), effective radiated power 770 w.

New WCHV Building

CONTRACT for a new air-conditioned studio and transmitter building has been let by WCHV Charlottesville, Va., station reports. To be built at an estimated cost of $75,000, the 21-room building is to have dual control rooms, modern studios and offices and living quarters for one engineer. A 391-ft. Blaw-Knox self-supporting tower has ready been started at the new location, WCHV reports. The 250 w ABC affiliate announced that it plans to put the new operation into use in January 1949.

DON'T WORRY MR. SPONSOR

our new Califone transcription players weigh only ten pounds, so we can rush over with your new show and have it set-up in a half a minute. Califones are two-speed players and handle up to 16-inch transcriptions, either 33⅓ or 78 rpm, with rumble-free, wow-free and slip-free efficiency.

GOOD!

that Califone tone quality really brings out the very best in recorded music and voice. It will be a great day for the industry when every transcription studio, agency, advertiser and broadcaster is equipped with one of these new, compact units of portable sales power.

now in use in over 450 broadcast stations

THE CALL IS FOR CALIFONE

Model 6-A for AC
List $54.95

Model 6-DC for AC or DC
List $74.95

Professional Discount to Radio Stations, Advertising Agencies and Recording Studios Only

Model 6-A $41.25 Net — Model 6-DC $56.22

ORDER YOURS TODAY OR WRITE FOR BULLETIN 10A

CALIFONE
CORPORATION
1041 NORTH SYCAMORE STREET
HOLLYWOOD 38, CALIFORNIA

PHILADELPHIA'S No. 1 Sports Station

BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIME BOXING

10,000 Watts WIBG

REPRESENTED: Nationally by Adam J. Young, Inc.

THE INCOME OF THIS TYPICAL WKIC LISTENER IS UP

215% since 1939

139% MORE THAN THE AVERAGE NON-MANUFACTURING INDUSTRIAL WORKER'S WAGE.

Want Him For a Customer?

"The Voice of the Coalfield"

HAZARD, KY.

WYLIE OF Y & R SAYS TV INTRUDES ON HOME

"SICKENED by the whole prospect of television," Max Wylie, program manager of the radio division of Young & Rubicam, New York, maintained in a lecture at the U. of Colorado Writers Conference in Boulder Aug. 8 that video will be a "bore, will destroy living room conversation and will multiply the divorce rate." He was discussing "The Case for Radio."

"Television will make American life even crazier than it is now, not only because of its incivility but also because of the sordid intrusion into American home life it represents. It will commandeer the whole household in a way that radio never could, because it can not be as optional as radio."

Mr. Wylie, who is a champion of AM programming and a founder of the "Columbia Workshop," predicted that video will replace AM "almost completely, and has already destroyed FM." Television, he said, will never be the "artistic medium it could be, because of the strain on the performers. Eventually video will become the tool of Hollywood, and memorization will be necessary."

Explaining that a network of 21 TV stations will be available by Jan. 1 to 85% of the people, he added that "it will not be too long before everyone will feel it necessary to own a set."

NEW FULLTIME OUTLET UNDERWAY AT ALBANY

WPTR Albany, N. Y., commenced operations Aug. 6 fulltime on 1540 kc with a power of 10 kw, at its premier broadcast from the Hotel Ten Eyck attended by more than 700 persons.

Officers of the Patroon Broadcasting Co. Inc., owners and operators of WPTR, are J. Myer Schine, president; Leonard Asch, vice president and general manager; Harold Blodgett, vice president and counsellor; W. Russell David, vice president in charge of engineering; Herbert DuVal Jr., vice president in charge of sales; Louis Schine, treasurer, and Willard S. McKay, secretary. Howard Maschmeier is program director of the station.

Powerful TV Signal

TELEVISION viewers in two cities, both about 900 miles from CBS television signal in New York, said last week that the signal had been received. Donald D. Brooks of Decatur, Ga., and Bill Donahue, of Wheeling, Ill., wrote CBS they picked up the television pattern, the usual range of which is 50 miles. Earlier in July a viewer in Little Rock, Ark., 1,100 miles from New York, also reported reception.

DUBS of transcription of WWL New Orleans special events broadcast are being made at request of foreign consuls in New Orleans for re-broadcast in Czechoslovakia, England, France and Holland. Broadcast featured European youngsters being interviewed on good will tour of U. S.

STATIONS STEP UP POLIO AID

Special Children's Programs Aired, Fund Drives Held as Carolina Epidemic Continues

WITH new polio cases being reported daily in North Carolina, stations throughout the state continue their fund raising drives and special children's programs.

To date, well over $50,000 has been raised by Bob Jones and WBIG Greensboro, the station reports, for the Central Polio Hospital, being built at Greensboro. Many special programs to help in the fight have also been presented, including: An appeal by representatives of AFL, CIO and the Brotherhood of Trainmen; a group of leading Negro citizens and doctors presenting their experience and work with the disease; and special features by the Greensboro Recreation Dept., Girl Scouts and Methodist churches of the city.

At Ahoskie a community hospital is just being completed to serve several counties. Funds, however, were not available to purchase the necessary mechanical equipment to treat polio. WRCS Ahoskie reports it started answering record requests in exchange for contributions to buy equipment for this hospital. The first goal of the station was $500 for a whirlpool bath. Money came in so fast that the station reports it also raised funds to buy a $2,400 iron lung, a $400 hot pack, three heat lamps for $60 and ten baby cribs at a cost of $500.

A series of children's programs, *Let's Play at Home*, is being presented by WCEC and WCEC-FM Rocky Mount in cooperation with the city Recreation Dept., station reports. Another daily children's feature is *The Old Oak Tree*. A weekly program, *The Story Book Lady*, is aired each Saturday in cooperation with the Rocky Mount Public Library. Sunday School programs are given in cooperation with the Rocky Mount Ministerial Assn. and the Colored Ministerial Assn.

Polio Sidelight

A HUMOROUS light on the fight against polio in North Carolina was credited to WBT Charlotte by the *Charlotte News*. When the city was being sprayed with DDT, one little fellow became quite excited as the machine went through his neighborhood. He was reported by the paper to have run into the house calling to his mother, "They're spraying us with WBT."

Two Montreal Stations Apply for TV Licenses

CKAC and CFCF Montreal have applied for television licenses. Public hearings are expected early in October by Canadian Broadcasting Corp., at Ottawa. CKAC had the first TV station in Canada when it operated experimentally with British Baird system in 1931 and 1932, airing programs regularly, although there were but three receivers in the Montreal area.

Current plans in Montreal call for a joint television studio for CKAC and CFCF, as well as for other Montreal stations who may receive TV licenses. Plan calls for studio to be built and used by stations on rental basis. In addition, Montreal TV stations will have available moving picture studios located there making French-language films. CKAC is expected to use many French films imported from France on its TV programs, and is bringing to Canada early this fall a French TV producer, as chief program director.

KFMB (AND KFMB-FM) sells SAN DIEGO

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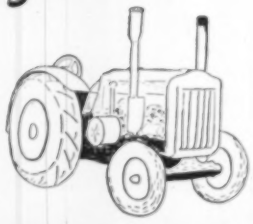

Slow, heavy, and powerful . . . the tractor is the prime mover for farm machinery. The tractor is an absolute essential to the High Plains farmer . . . just as K-TRIPLE-X is essential to the advertiser who wants to reach this rich farm area with one purchase coverage ! ! ! ! ! !

KXXX Your High Plains Station

Colby, Kansas

5000 Watts on 790 kc

Represented Nationally By RURAL RADIO CO.

Newspaper Opinion

(Continued from page 22)

trol programming on radio or anything else. Fred Allen summed up the giveaway situation when he moaned that pretty soon the radio industry would consist of one washing machine, giving away people.

But we don't go along with the thesis that jackpot radio is disreputable because it's a lottery. This newspaper long has been convinced, and still is, that one of the most intelligent steps we Americans could take would be to drop our hypocrisy about lotteries, and have a series of bang-up sweepstakes or draws, for the benefit of our schools, hospitals, old folks and what not.

From the Washington Times-Herald *Aug. 7*

All the same, they are an indubitable blight on the quality of American broadcasting. The lure which their gambling chance presents puts at a disadvantage all programs attempting to attract an audience on intrinsic merit. They are, in very large measure, programs of ineffable stupidity in which the avarice of the participants is outdone by the eagerness of the sponsor to give away.

. . . The listening public, or at least a considerable segment of it, may be temporarily aggrieved by what the FCC proposes to do; but the caliber of American radio is likely to be greatly improved

From the Washington Post *Aug. 10*

Needless to say, for cracking down on all this, the FCC is going to be called a spoil-sport, a grouch and a lot worse by great numbers of irate Americans dreaming of getting rich quick by being called upon to identify a bit of music or say what Republican, whose initials are T. D., may be our next President.

. . . The FCC may be completely right in moving to ban them, but it will be berated for it. God Bless America. Nowhere but here do such things happen.

From the Washington Sunday Star *Aug. 8*

Radio comics throughout the land heaved a sigh of relief when the Federal Communications Commission announced its crackdown on those giveaway programs. "They're giving radio back to talent," commented one air executive.

From Irv Kupcinet's column (Kup's Column) in Chicago Sun-Times *Aug. 9.*

The only objection to the FCC proposal is that legally they can't do anything about these Jack-ass Jackpots unless they are lotteries in fact. Unless the participants pay money or assume some obligation for the privilege of participating it is strictly legal. The FCC can't stop them unless the radio industry wants them stopped.

From Chicago Daily News *Aug. 10*

Nielsen Radio Index Top Programs

REPORT WEEK, JULY 4-10, 1948

RANK OF TOP PROGRAMS—Type E-1: Evening, Once-a-Wk., 15-60 Min.; Type E-5: Evening, 2 to 5-a-Wk., 5-30 Min.; Type D-1: Day, Sat. or Sun., 5-60 Min.; Type D-5: Day, 2 to 5-a-Wk. 15-30 Min.

	TOTAL AUDIENCE			AVERAGE AUDIENCE		
	Cur. Rank	Program	Cur. Rating	Cur. Rank	Program	Cur. Rating
E-1	1	Jergens Journal	13.4	1	Jergens Journal	10.8
	2	Crime Photographer	13.1	2	Crime Photographer	10.3
	3	Mr. District Attorney	13.1	3	Mr. District Attorney	10.0
	4	Suspense	12.7	4	Stop Music (4th Qtr.)	9.5
	5	Big Story	12.5	5	Suspense	9.4
	6	Stop Music (4th Qtr.)	11.3	6	This is your FBI	9.2
	7	This is Your FBI	11.1	7	Big Story	9.1
	8	Hallmark Playhouse	11.1	8	Fat Man	8.2
	9	Fat Man	11.0	9	Hallmark Playhouse	7.9
	10	Mystery Theater	10.6	10	Take It or Leave It	7.7
	11	Take It or Leave It	10.1	11	Mystery Theater	7.6
	12	Philip Morris Night	9.9	12	Philip Morris Night	7.5
	13	Bob Hawk Show	9.9	13	Mr. Keen	7.5
	14	Your Song and Mine	9.9	14	Bob Hawk Show	7.3
	15	Mr. Keen	9.7	15	Adv. Sam Spade	7.1
	16	Adv. Thin Man	9.6	16	Break the Bank	6.9
	17	Camel Caravan	9.4	17	Blondie	6.7
	18	Adv. Sam Spade	9.3	18	Adv. Thin Man	6.6
	19	Break the Bank	9.2	19	The Sheriff	6.5
	20	Mr. and Mrs. North	9.1	20	Corliss Archer	6.3
E-5	1	Lone Ranger	8.0	1	Lone Ranger	6.1
	2	Supper Club	5.5	2	Supper Club	4.4
	3	News of the World	5.1	3	News of the World	4.2
D-5	1	When Girl Marries	10.1	1	When Girl Marries	9.0
	2	Right to Happiness	9.6	2	Backstage Wife	8.6
	3	Backstage Wife	9.5	3	Right to Happiness	8.5
	4	Young Widder Brown	9.1	4	Portia Faces Life	8.1
	5	Portia Faces Life	9.0	5	Young Widder Brown	7.9
	6	Pepper Young	8.8	6	Stella Dallas	7.8
	7	Stella Dallas	8.7	7	Pepper Young	7.7
	8	Arthur Godfrey	8.7	8	Our Gal, Sunday	7.6
	9	Our Gal, Sunday	8.4	9	Big Sister	7.2
	10	Wendy Warren	8.4	10	Ma Perkins (CBS)	7.2
	11	Big Sister	8.1	11	Rom. Helen Trent	7.0
	12	Ma Perkins (CBS)	8.0	12	Wendy Warren	6.9
	13	Rom. Helen Trent	7.9	13	Lorenzo Jones	6.9
	14	Lorenzo Jones	7.8	14	Arthur Godfrey	6.6
	15	My True Story	7.8	15	Aunt Jenny	6.3
D-1	1	County Fair	9.3	1	Grand Central Station	7.9
	2	Armstrong Theater	9.1	2	County Fair	7.4
	3	Grand Central Station	9.0	3	Armstrong Theater	7.2
	4	Give and Take	8.2	4	Let's Pretend	6.4
	5	Adv. Archie Andrews	8.0	5	Adv. Archie Andrews	6.2

KEY TO SYMBOLS—(NR) Not ranked in "Top Programs" in preceding report.

Copyright 1948, A. C. Nielsen Co.

Stratovision

(Continued from page 22)

Location	By FCC	By Westinghouse
Du Bois	11	12
Du Bois	5	2
Beckley-Bluefield, W. Va.	6	7
Charleston	7	6
Charleston	13	12
Charleston	11	10
Ashland-Huntington	9	4
Clarksburg	9	13
Parkersburg	4	3
Wheeling	12	5
Akron, Ohio	7	2
Canton	9	13
Cleveland	2	12
Cleveland	11	10
Columbus	3	2
Columbus	10	4
Dayton	13	3
Marion	12	10
Portsmouth	(12)	(13)
Springfield	8	12
Toledo	13	11
Toledo	(11)	(3)*
Youngstown	13	11
Buffalo-Niagara Falls	7	11
Buffalo-Niagara Falls	9	9
Rochester	11	12

* Note: This plan makes available channel 6 at Toledo, Ohio, and Erie, Pennsylvania, in addition to the channels proposed by the Commission, and, further, permits raising the classification of Channel 2 at Scranton, Pennsylvania, and Channel 3 at Toledo, Ohio, from community to metropolitan.

Testimony on Stratovision was offered during FCC's recent general allocations hearing but some of it was excluded on grounds that Westinghouse had not given proper notice of all allocations that would be affected [BROADCASTING, Aug. 2].

Reviewing development of the airborne relay method, Westinghouse said in its petition that "the system is feasible, and it is the only way . . . that many millions of people will ever receive television service."

In tests, it was pointed out, an effective radiated power of 8 kw was attained. Generally, the Stratovision plane has been flown in the vicinity of Pittsburgh, at an altitude of about 25,000 feet, rebroadcasting programs from other television stations. "Reports on the reception of these rebroadcasts have been received from 270 towns in 10 states, including the states of Pennsylvania, Virginia, West Virginia, Maryland, Ohio, New York, Delaware, and Michigan," the petition reported.

Under the Westinghouse proposal, FCC's rules would be expanded to recognize "airborne television stations" and define them as being intended "primarily to render service to as wide an area as possible, both urban and rural." They would be normally protected to their 500 uv/m contours from co- and adjacent-channel stations and would be assignable on any channel. The transmitter location would be "specified as a point on the earth's surface above which the airplane shall fly in as small a circle as practicable, but with a radius not to exceed 10 miles." The main studio would be "within the 5000 uv/m contour."

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WENR-TV

Chicago Outlet Plans September Start

LONG-HERALDED opening of Chicago's third television station, WENR-TV, was being planned in detail last week as John H. Norton Jr., vice president in charge of the Central Division, announced Sept. 17 as the debut of operations.

Taking the air for 30 hours weekly, the new video station will combine with WXYZ-TV Detroit early in October to form a regional network and service as midwestern nucleus of a TV route which will include Milwaukee, St. Louis, Cleveland, South Bend, Minneapolis and Cincinnati, Mr. Norton said.

He was negotiating Friday with owners of the Chicago Civic Theatre, a Shakespearean-type playhouse in the north end of the Chicago Civic Opera Bldg., for a long-term lease for use as an audience participation studio, both on AM and TV. Present AM studios are now being leased from NBC in the Merchandise Mart.

Original programs will be stressed, according to Harold Stokes, WENR-TV, AM and FM manager, although news and special events will play a "heavy" part in the overall schedule. An innovation in the new phase of broadcasting will be organization of the station's own stock company, which will include both amateur and professional talent.

"A tremendous amount of reconstruction work and power readjustment has been necessary," E. C. Horstman, engineering supervisor at the Central Division, said Thursday. "Both new and larger transformers had to be put in the basement by the Commonwealth Edison Co. in order to supply the huge amount of power neccessary."

Workmen on a 24-hour daily routine are completing interior construction work at the station site, the 44th and part of the 45th floors of the Opera Bldg. where transmitter, studio, offices and storage rooms will be located. All studio and field equipment—telecameras, tele-film projectors, control and lighting facilities, as well as the first custom built truck of a mobile video fleet—have been received by ABC and are ready for installation.

WENR-TV's antenna, 613 ft. above street level, is the highest in the city. Its five-ton weight, along with the half-ton television section, is borne by a 52-foot high base and steel girders. The base will be used also as an FM transmitter for the station.

Test Pattern

Transmission of a test pattern will begin within the next week, according to Mr. Horstman. The Austin Co., Chicago is contracting firm. The 5 kw transmitter comprises eight cabinets which contain the newest type RCA video equipment.

Assisting Mr. Horstman in the technical work during the past six months were Robert Whitnah, station engineer for WENR-TV and FM; William Cummings, operational supervisor for WENR AM TV and FM, and Hugh Abfalter, Mr. Whitnah's assistant.

The video staff also includes Gerald Vernon, coordinator of telesales; Fred Kilian, director of TV programming; Jack Gibney, executive producer; Monte Fassnacht, production director; Gregg Garrison, staff director; Nancy Goodwin, staff writer, Herb Cunniff and John Mayers, program assistants.

WMBD's Studios Moved; Now Located in Theatre

WMBD Peoria, Ill., has moved its studios to Peoria's Majestic Theatre Bldg. Eventually the station's offices, still located in the First National Bank Bldg., also will be moved to the new location, WMBD officials have announced.

Occupying the new quarters now are members of the operational staff—announcers, musicians and engineers. As offices are completed in the theatre building the station management and the advertising and continuity departments will move in.

WMBD, which operates with 5 kw on 1470 kc, will occupy three floors (including an entire basement in the theatre building). Offices will be on the basement level and on the first floor. Also on first floor will be a newsroom. Station will have four studios on the second floor, including one seating 270 persons where the first balcony of the theatre used to be.

RADIO advertisers and four major networks were credited with playing major role in the Advertising Council Inc.'s nationwide nurse recruitment campaign conducted first seven months of this year. Total of 800,000,000 listener-impressions were heard, with more than 250 commercial and sustaining programs carrying the announcements.

The People's Voice

WHEN Sen. Homer Capehart (R-Ind.), spokesman for the Senate Banking Committee, was reported to have said that "the public just does not seem to be interested in the problem of inflation," Bob Brooks of WSCR Scranton, Pa., had other ideas. From his program, *Inquiring Microphone*, Mr. Brooks had received an entirely opposite impression. To make this point a bit more vivid to Sen. Capehart, Mr. Brooks sent transcriptions of two *Inquiring Microphone* programs to the Senator with a note saying "Dear Senator: I send not one letter to show the public's interest in anti-inflation but the cross-sectional testimony of all Scranton's and Lackawanna Valley's citizenry."

KMAC Opposes Cab Firm's Adjacent Antenna Plan

KMAC San Antonio, Tex., has filed a petition with FCC opposing adjacent antenna site selected by local Yellow Cab and Baggage Co. for its two-way FM radio system. It was said to be first complaint of this nature.

Cab company, according to KMAC complaint, plans to erect tower in lot bordering the KMAC site and the station said the new FM antenna would act as a parasite radiator and would "greatly influence directional pattern of KMAC." The AM outlet is assigned 250 w fulltime on 1240 kc.

KMAC pointed out in its petition that although it does not know the exact location of the Yellow Cab antenna it could not be more than 420 ft. distant from the KMAC tower. This is 0.6 wave length at 1240 kc, station said.

The AM outlet requested the Commission to reconsider its FM facilities grant to the cab company, designate for hearing Yellow's application and require FM antenna be moved.

Something to Crow About!

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CHARLOTTETOWN, P.E.I.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by BMI

HIGHWAY TO LOVE

On Transcriptions: WORLD—Russ Morgan; NBC THESAURUS—Swingstones-Jumpin' Jacks.

On Records: Pied Pipers—Cap. 15094; Helen Carrol & Satisfiers—Vic. 20-2915; Tommy Tucker—Col. 38108.

BMI

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Programs

AMERICAN field and track stars perform for Cincinnati televiewers through series of films made especially for video by WLWT that city. Series includes 12 films, most of them slightly over 10 minutes in length and narrated by Bill Slater, former WLW announcer. Movies were made last year in cooperation with U. S. Oympic Commission and American Athletic Assn. United World is owner of films, which were first shown over WNBC New York, and are being shown now for first time on sustaining basis.

Juvenile Delinquency

NEW FORMAT has been introduced on "We Human Beings," broadcast by WCOP Boston in cooperation with the Lowell Institute Cooperative Broadcasting Council. Future programs will consist of a dramatic presentation of a Greater Boston juvenile delinquency problem, and at intervals in the story a panel of faculty experts will interpret the action and relate it to the community as a whole. Radio series is based on the content of regular courses at Boston College, Boston U., Harvard, M. I. T., Northeastern and Tufts.

Air Service Inaugural

INAUGURAL flight of Eastern Air Lines' service at Lafayette, La., was broadcast last week by KVOL Lafayette. Ground ceremonies were tape recorded and broadcast within an hour. Wire recorder was taken aloft for a Banquet in the Air during which 54 people, including radio and press representatives, were given a complete meal and a 250 mile flight. This program was broadcast as part of the station's evening schedule.

Political Issues

NEW SERIES on CBS television network is "Presidential Straws in the Wind," giving factual background on issues relating to the coming Presidential election, as prepared by Elmo Roper, public opinion analyst. Series started Aug. 10 and will be presented fortnightly from 9:35 to 10:05 p.m. Lyman Bryson, CBS counselor on public affairs, is moderator.

'Tele-Pun'

AUDIENCE participation television quiz show now running on WNBW Washington is called "Tele-Pun." Participants act out charade puns in an attempt to stump the jury of four. Prizes go to those taking part and also to home viewers who write in suggestions for "Tele-Puns" which are used.

Mobile Phone Demonstration

TWO-WAY telephone conversation between Betty and Floyd Pattee in the studios of WTHT Hartford, Conn., and Newsman Hank Murphy, in a radio equipped "Hartford Times" car eight miles away, was broadcast recently by the station. Occasion of the broadcast, which reportedly took the form of a demonstration, was the inauguration of urban mobile telephone service by the Southern New England Telephone Co.

Canadian Report Extended

INTERNATIONAL news as well as Canadian news will be interpreted in extension of "Report From Parliament Hill," series prepared and distributed to 66 stations by Canadian Assn. of Broadcasters. Edmund Morris, Ottawa Parliamentary correspondent for "St. Catharines Standard," has taken over preparation of feature. While Parliament is in session, all M.P.'s are invited to broadcast regularly in series over their local independent stations. Service will be on same basis as before with entire cost borne by cooperating stations.

'Roundtable' on TV

FORUM program has made its TV debut on WTVR Richmond, Va. It is "Richmond Roundtable," which has been running on both WMBG and WCOD (FM) Richmond for some time. The "Roundtable" presents topics of especial interest to Richmond area audiences, discussed by outstanding local personalities.

Safety Drive

DRAMATIZED editorials from county and city newspapers are basis of new safety drive over WMAR-FM Baltimore, during its "Maryland Opinion" program. Dramatizations of letters to editors of these papers also are presented. Series is presented in conjunction with Maryland governor's proclamation of a "Safety on the Highway" campaign, which is now in progress.

'Songs of the Century'

PREMIER showing of "Songs of the Century," grandstand show at the Wisconsin Centennial Exposition, was shown Aug. 7 by WTMJ-TV Milwaukee. The $100,000 musical extravaganza was built around Wisconsin's most beloved songs and features famous Wisconsin stars of radio, stage, screen and the musical world.

BBC via WTAG

LISTENERS in Central New England are now getting several programs from the BBC by way of WTAG and WTAG-FM Worcester, Mass. The average British woman's viewpoint on social and civic affairs is presented on the "Julie 'n' Johnny" show by short wave pickup. Rose Buckner, British home economist, is heard via transcription on the "Modern Kitchen" program and mystery fans are entertained with the Saturday night show, "Appointment With Fear."

'Coaches Roundtable'

ATHLETIC directors of all Southern Indiana high schools will get together to discuss their teams on "Coaches Roundtable," to be aired on WSCI-FM Columbus, Ind. The weekly program reportedly will be broadcast during the football and basketball season under the direction of Dick Jackson, sports editor.

'Word to the Wives'

FADS AND FACTS in everyday affairs are aired to women five minutes daily by Jim Conway and Fahey Flynn on "A Word to the Wives" over WBBM Chicago. The fast news round-up will stress the humorous, interesting and informative.

Election Returns

TENNESSEE primary and general election returns were presented Aug. 5 by WETB Johnson City. The daytime station remained on the air until 4:30 the next morning, with FCC permission, to bring complete election returns, the station reports. Station used the news gathering resources of its affiliated paper, "Press-Chronicle," and carried remote broadcasts from several of the polls.

"OVER The Line Fence," program aired by WRFD Worthington, Ohio, is shown here, in action. Bob Miller (r), WRFD farm service director and conductor of the program, is interviewing the farm manager of Rio Grande College in Gallia County, Ohio, at the site of Ohio's Second Frontier and National Conservation Days to be held Sept. 23-24. Preview of event was heard on Mr. Miller's program.

'Musical Memories'

DAILY program of older melodies and poems is being conducted by Harold Stephens on WSVA Harrisonburg, Va. Called "Musical Memories," the program also features background on the music and birthday and anniversary greetings. Mr. Stephens reports that he has been asking listeners to send in a pin with their name attached. These are placed on a map at the station to show the listening coverage of the program. Mr. Stephens claims 125 towns, some reported as far as 60 miles away from Harrisonburg.

Junior Roundtable

JUNIOR roundtable program, emanating from local Jive Kernel, Columbus youth center, will be aired by WCSI-FM Columbus, Ind., station reports. The program, "Youth Expresses Its Opinion," will feature a panel of Indiana youths viewing their opinion of important questons of the day. The panel reportedly will feature youth versus adults on the program.

Technical

BUCK PIERCE CAMBELL, formerly of KALW San Francisco, and **OSCAR C. DARACH** have joined engineering staff of KDFC Sausalito, Calif., new FM station to begin operations on Sept. 1, on 102.1 mc, Channel 271.

BERNARD KELLOM, former executive field engineer at Federal Telephone and Radio, has joined WVNJ Newark, N. J., as engineer. The 5-kw AM and FM station will go on the air in September on 620 kc.

GENE POLLOCK, formerly with KGAK Gallup, N. M., has joined technical staff of KSTL St. Louis.

DeLONEY HULL, former traffic manager of WEAS Decatur, Ga., has joined WSB-TV Atlanta, Ga., as cameraman. Mr. Hull has just returned from New York where he received TV training at NBC.

BOB MARTIN has joined KPMO Pomona, Calif., as engineer and announcer.

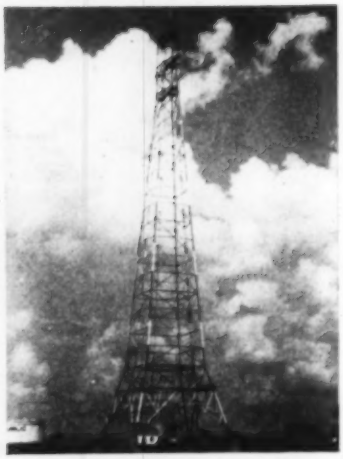
GORDON STRANG, of NBC New York engineering department, is in Hollywood supervising conversion and construction of network's television studios for KNBH Los Angeles.

Unit Demonstrated

APPROXIMATELY 3,700 persons inspected the new mobile television unit, an RCA TK 30 A, of KDYL-W6XIS Salt Lake City, last Monday afternoon during a public demonstration, station officials reported. While inspecting the unit, visitors had the whole process of televising remote events explained to them and also watched themselves on a monitor set picking up signals from a camera trained on them through the unit's roof.

KLEE-TV Equipment

EQUIPMENT for KLEE-TV Houston, Tex., is now being built by General Electric, according to an announcement by the company. A $235,000 contract covering a low-channel transmitter, antenna, and studio and remote mobile equipment was reported to have been signed recently. KLEE-TV expects to be in operation late this fall.



THIS new FM support tower just completed by WJPR Greenville, Miss., is 115 feet across the bottom corners and stands 590 feet above average terrain. An eight-bay GE antenna has been mounted on the top. WJPR-FM was scheduled to start operation Aug. 15 with 19.1 kw on Channel 270, 101.9 mc.

General Instrument Shifts Ownership

SALE of working control of General Instrument Corp., Elizabeth, N. J., one of the largest makers of radio and television components in the U. S., to a group headed by C. Russell Feldmann and Richard E. Laux "for about $1,000,000" was announced last week.

Mr. Feldmann, who was the founder of Transitone, later sold to Philco, has been elected chairman of the board of General Instrument, succeeding Samuel Cohen. Mr. Laux, executive vice president of General Instrument since 1941, becomes president and treasurer succeeding Abraham Blumenkrantz, from whom controlling interest in the firm was bought.

The new officers would not disclose the size of the controlling bloc, beyond saying that it was more than 10%. Messrs. Cohen and Blumenkrantz have resigned from the General Instrument board, and have been replaced by Kenneth C. Meinken, president of National Union Radio Corp., and Harry E. Collin, Toledo investment banker and industrialist.

The firm manufactures variable condensers, automatic phonograph record changers, and other components. Its wholly-owned subsidiary, the F. W. Sickles Co., Chicopee, Mass., makes radio coils and permeability tuning devices.

A spokesman for the firm denied reports that General Instrument will begin making radio or television sets. He said that the only occasions in 26 years when the firm has failed to make money were two years when it was turning out its own sets. GI reported gross sales of $16,500,000 in the fiscal year ended Feb. 29, 1948.

NEW RANGERTONE INC RECORDER ON MARKE

RANGERTONE Inc., Newark N. J., has begun delivery on a new portable tape recorder which is said to have higher fidelity and a wider range than was hitherto attainable with portable equipment.

One of the new sets, which cost $3000, has been sold to Standard Recorders, Hollywood, and another to Radio Diablo, the San Francisco FM outlet.

According to Rangertone officials, a sample tape has been received from Spain, where a Rangertone is in use by Fabrica De Discas Columbia, Madrid. Another Rangertone portable has been ordered by Radio Programas de Mexico, in Mexico City. The latter firm reportedly plans to promote the interchange of Spanish-language programs between Spain and Mexico by means of the portable tape recorders.

The Rangertone portable is packaged dismantled in three cases totaling 165 pounds in weight. The main casting is made of lightweight magnesium.

Turntable

JOHN J. NOWAK and **VICTOR MAYOERR**, who have been associated for past 15 years in broadcasting and recording transcription firms, will open own transcription and recording company Sept. 2, under name of "Syrena Recording Corp. Studios will be located in Passaic, N. J., and Detroit with general offices at 33 Parker Ave, Pasaic. Company will specialize in foreign language transcriptions, and records in all languages.

ROBERT ROSS, formerly associated with Tom Parker, management firm, has been appointed assistant to **H. SHOLES**, RCA Victor Specialty Recordings. Mr. Ross will be located in Nashville, Tenn.

NBC RADIO RECORDING Div. is making "Touchdown Tips With Sam Hayes" available in west for first time. In past series has been sold in other sections of country via NBC and aired live on Coast. Series consists of 13 programs in quarter-hour format.

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ACTIONS OF THE FCC

AUGUST 6 to AUGUST 12

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
ST-studio-transmitter | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis-visual** | **unl.-unlimited hours**
SSA-special service authorization

August 9 Decisions . . .

DOCKET CASE ACTIONS

Petition Denied

Announced memorandum opinion and order denying petition for rehearing, filed by Yankee Network Inc., directed against Commission's decision of Dec. 3, 1947, in Bridgeport-Danbury FM cases (Dockets 7462 et al), requesting that findings of fact and conclusions in decision be corrected to conform to evidence of record and that, upon basis of corrected findings of fact and conclusions, petitioner's application be granted, or, in alternative, that record be reopened to admit evidence with respect to availability of additional FM facilities in Bridgeport, and upon basis of such additional evidence, petitioner's application be granted conditioned upon amending its application to conform to such facility as may be assigned by Commission.

ACTION ON MOTIONS

By Commissioner Webster

Bunker Hill Bcstg. Co., Boston—Granted petition requesting continuance in hearing scheduled Aug. 9, upon applications of Beacon Bcstg. Co. Inc., The Northern Corp., Boston Radio Co. Inc. and Bunker Hill Bcstg. Co. for FM stations in Boston; continued hearing indefinitely.

Yamhill Brcstrs. Inc. and McMinnville Bcstg. Co., McMinnville, Ore.—Denied petition of Yamhill requesting dismissal without prejudice of its application for new station; on Commission's own motion, dismissed said application, and removed from hearing docket application of McMinnville Bcstg. Co.

Mahaska Bcstg. Co., Oskaloosa, and KWWL Waterloo, Iowa—Denied petition of Mahaska requesting dismissal without prejudice of its application for new station; on Commission's own motion, dismissed said application, and removed from hearing docket application of KWWL. Dismissed as moot petition of Mahaska Bcstg. Co. requesting leave to amend application and for severance of amended application from consolidated hearing with application of KWWL.

WJEF Grand Rapids, Mich.—Dismissed as moot petition requesting leave to intervene in consolidated proceeding on applications of Grand Haven Bcstg. Co., Grand Haven, and Greater Muskegon Bcstrs. Inc., Muskegon, in Dockets 8656 and 8670.

Mansfield Bcstg. Co. Inc., Mansfield, Pa.—Granted petition to accept late its written appearance in proceeding upon its application for CP.

Radio Hanover Inc., Hanover, Pa.—On Commission's own motion, removed from hearing docket application of Radio Hanover Inc.

Mississippi Valley Bcstg. Co., New Orleans—Granted petition for leave to amend application to change Section II of application to show that Edgar B. Stern no longer owns any stock in Times-Picayune Pub. Co.; accepted amendment filed with petition.

Broadcasting Foundation Inc., Buffalo—Action on petition for leave to amend application passed over for one week.

WABJ Adrian, Mich.—Granted petition for leave to amend application to show substitution of James Gerity Jr. as applicant in lieu of Adrian Bcstg. Co. and accepted amendment filed with petition.

Star-Times Pub. Co., St. Louis—Granted petition for leave to amend application to specify new trans. site, show changes in propcsed ant. system, change ERP; accepted amendment filed with petition.

Keystone Bcstg. Corp., Harrisburg; York Bcstg. Co., York, and Reading Bcstg. Co., Reading, Pa.—Granted joint petition requesting extension of time to file exceptions to Commission's proposed decision in re Dockets 8291 et al (FM cases); time extended to Sept. 10.

John F. Kramer, Cambridge, Md.—Granted petition for extension of time to file exceptions to Commission's proposed decision re The Capital Bcstg. Co., Annapolis, and petitioner's application; time extended to Aug. 24.

Steel City Bcstg. Co., Gary, Ind.—Granted petition for leave to amend application to specify 500 w in lieu 1 kw; accepted amendment filed with petition.

WSAM Saginaw, Mich.—Granted petition for extension of time to file exceptions to Commission's proposed decision re its application and that of Federated Publications Inc., Lansing, and Booth Radio Stations Inc., Saginaw; time extended to Sept. 1.

Lehigh Valley Bcstg. Co., Allentown, and Easton Pub. Co., Easton, Pa.—Denied without prejudice request for enlargement of issues in proceeding involving their TV applications to include issue to determine whether public interest, convenience and necessity would be served by grant of their applications on share-time arrangement whereby applicants would operate on Channel 8 at Allentown and Easton with independent studios and transmitters, on alternate days of week.

August 9 Applications . . .

AM—1340 kc

The Windham Bcstg. Co., Willimantic, Conn.—CP new standard station 1340 kc 250 w unl. AMENDED to change power to 100 w.

AM—1280 kc

Eugene Bcstrs. Inc., Eugene, Ore.—CP new standard station 1400 kc 250 w unl. AMENDED to change frequency to 1280 kc, power to 1 kw, install DA-DN and change type trans.

License Renewal

Applications for renewal of standard broadcast license filed by: KSOK Arkansas City, Kan.; KXYZ Houston, Tex.

SSA—1460 kc

WOKO Albany, N. Y.—SSA to operate on 1460 kc 500 w-N 1 kw-D unl. for six mos.

License for CP

KAKE Wichita, Kan.—License to cover CP to change frequency.

WWXL Peoria, Ill.—License to cover CP change frequency, increase power etc.

WHTC Holland, Mich.—License to cover CP new standard station.

WHIN Gallatin, Tenn.—Same.

WLEA Hornell, N. Y.—Same.

WMGW-FM Meadville, Pa.—License to cover CP new FM station.

WBET-FM Brockton, Mass.—Same.

WQAM-FM Miami, Fla.—Same.

Modification of CP

WDAV Auburn, Me.—Mod. CP to change trans. and studio locations from Auburn to Lewiston, Me. and approval of ant. and trans. locations.

WIBC Indianapolis—Mod. CP increase power, etc., for extension of completion date.

WDXI Jackson, Tenn.—Mod. CP new standard station to change power and hours from 1 kw D to 1 kw unl. and install DA-N, on 1310 kc.

KVOX Moorhead, Minn.—Mod. CP change frequency from 1340 to 1260 kc, power from 250 w to 500 w-N 1 kw-D, install DA-N.

KAYS Hays, Kan.—Mod. CP new standard station for extension of completion date.

WFTR Front Royal, Va.—Same.

WBML-FM Macon, Ga.—Mod. CP new FM station for extension of completion date.

WBOW-FM Terre Haute, Ind.—Same.

WGTR Boston—Same.

WHP-FM Harrisburg, Pa.—Same.

WKJF Pittsburgh—Same.

WHBL-FM Sheboygan, Wis.—Same.

WLCY Painesville, Ohio—Same.

WSPD-FM Toledo, Ohio—Same.

WMFM North Adams, Mass.—Same.

WGYN New York—Same.

WSPD-TV Toledo, Ohio—Mod. CP new commercial television station for extension of completion date.

Acquisition of Control

WAML Laurel, Miss.—Voluntary acquisition of control of licensee corporation from D. A. Matison Sr. to D. A. Matison Jr. and Harold M. Matison.

Transfer of Control

KVGB Great Bend, Kan.—Consent to transfer of control from R. C. Russell and M. F. Russell to Helen Townsley Coogan, Will Townsley Jr. and Russell T. Townsley.

WDAR WDAR-FM Savannah, Ga.—Consent to transfer of control of 120 sh. common stock owned by A. C. Neff in licensee for AM station and permittee for FM to Nephew K. Clark.

Assignment of License

KWOC and KWOC-FM Poplar Bluff, Mo.—Consent to assignment of license of AM station and CP FM, to A. L. McCarthy and J. H. Wolpers d/b as Radio Station KWOC.

WTNB WTNB-FM Birmingham, Ala.—Consent to assignment of license and CP of AM and CP of FM to Thomas N. Beach and Roy M. Hofheinz, partnership d/b as Radio Station WTNB.

WHBO Sulphur Springs, Fla.—Consent to assignment of license to Harold A. Dunlap and Harry J. Dunlap d/b as Sulphur Springs Bcstrs.

APPLICATION DISMISSED

KSMR Douglas, Ariz.—CP reinstate CP new standard station 570 kc 1 kw D. DISMISSED Aug. 4.

August 10 Decisions . . .

BY THE SECRETARY

KCOH-FM Houston, Tex.—Granted extension of completion date to Dec. 16. (*)

KROP Brawley, Calif.—Granted license install new trans.

KOTA Rapid City, S. D.—Granted license install new trans.

WSAP Portsmouth, Va.—Granted license covering changes in vertical ant. and mounting of FM ant. on top of vertical ant.

KOWH, Omaha, Neb.—Granted license install new trans. change trans. location, employing supporting structure of KOAD-FM as vertical ant.

WLOX Biloxi, Miss.—Granted license for new standard station 1490 kc 250 w unl.

WCSS Amsterdam, N. Y.—Same.

WTWS Clearfield, Pa.—Same

WSOY Decatur, Ill.— Granted CP install alternate main trans. on 1340 kc with 250 w unl.

KFDM Beaumont, Tex.—Granted mod. CP mount FM ant. on the west tower of DA.

WGAT Utica, N. Y.—Granted mod. CP to change type trans.

Following were granted mod. CPs for extension of completion dates as shown: KANS Wichita, Kans., to 10-10-48; WIKK Erie, to 9-15-48; WGPC Albany, Ga., to 1-1-49; WBBB Burlington, N. C., to 10-31-48; KRTN Raton, N. M., to 10-13-48; KAKE Wichita, Kans., to until KANS commences operation on 1480 kc; KJAY Topeka, Kans., to 12-15-48.

WBOE Cleveland — Granted license covering changes in non-commercial educational station.

Following were granted license for new FM stations: WFNC-FM Fayetteville, N. C.; WFLA-FM Tampa, Fla.; WKJG-FM Fort Wayne, Ind.; KJBS-FM San Francisco; KPRC-FM Houston, Tex.; KDON-FM Monterey, Calif.; WGH-FM Newport News, Va.; WTMA-FM Charleston, S. C.

Following were granted mod. CPs for extension of completion dates as shown: KSLH St. Louis, Mo., to 2-11-49; WFPG-FM Atlantic City, N. J., to 11-23-48; KRE-FM Berkeley, Calif., to 2-16-49 (*); KVOE-FM Santa Ana, Calif., to 12-3-48(*).

WOTW-FM Nashua, N. H.—Granted license for new FM station.

KSMI Seminole, Okla.—Granted license for new station 1260 kc 500 w D.

WMAK Nashville—Same—1300 kc 5 kw-DA unl.

KFYN Bonham, Tex.—Same—1420 kc 250 w D.

KIMA Yakima, Wash.—Granted license covering change in power and install new trans.

(*) On cond. construction be completed or interim operation begun by date.

(Continued on page 82)

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FCC Actions

(Continued from page 80)

Decisions Cont.:

WOBT Pelican, Wis.—Granted CP install new vertical ant.

WHAM Rochester, N. Y.—Granted CP install old main trans. to be used for aux. purposes with power of 5 kw.

WSM-FM Nashville—Granted mod. CP to change trans. and make changes in ant. system.

Following were granted mod. CPs for extension of completion dates as shown: KFSB Joplin, Mo., to 60 days after grant and 180 days thereafter; WSGN-FM Birmingham, Ala., to 2-12-49; WAVZ-FM New Haven, Conn., to 9-30-48; WKRZ-FM Oil City, Pa., to 11-10-48; WJLD-FM Bessemer, Ala., to 2-24-49; WCVS-FM Springfield, Ill., to 8-28-48; KCRC-FM Enid, Okla., to 8-18-48; KDNT-FM Denton, Tex., to 1-16-49; WLAW-FM Lawrence, Mass., to 2-12-49; WAIR-FM Winston-Salem, N. C., to 11-1-48; WMAR-FM Baltimore to 10-10-48; WROL-FM Knoxville, Tenn., to 10-28-48; WMOT Pittsburgh to 2-22-49; WMGY-FM Montgomery, Ala., to 10-4-48; WMBI-FM Chicago to 12-5-48; KSPI-FM Stillwater, Okla., to 8-30-48; WSIC-FM Statesville, N. C., to 9-1-48.

KPNI Peninsula Newspapers Inc., Palo Alto, Calif.—Granted request to delete CP for new FM station.

WDAE Tampa, Fla.—Granted license to use old main trans.

KROS Clinton, Iowa—Granted license install new vertical ant., mount FM ant. on AM tower and change trans. location.

WLAN Lancaster, Pa.—Granted license change frequency, hours and power, etc.

KGDE Fergus Falls, Minn.—Granted license covering increase in power and install new vertical ant.

KSFE Needles, Calif.—Granted license for new station 1340 kc 250 w unl.

W2XAX Bremer Bcstg. Corp., Area Newark, N. J.—Granted license for new exp. TV relay station to change emission from special to A5.

Earle C. Anthony Inc., Area Los Angeles — Same for W6XYK and W6XYL.

Following were granted CPs for new remote pickup stations: Acadia Bcstg. Co., Crowley, La.; Acadia Bcstg. Co., Area Crowley, La.; The KLUF Bcstg. Co. Inc., Area Galveston, Tex.; Land O' Lakes Bcstg. Corp., Area Cambridge, Ohio.

WMBR Jacksonville, Fla. — Granted CP install old main trans.

KFNF Shenandoah, Iowa — Granted CP install new type trans.

WBBZ Ponca City, Okla.—Same.

WKDK Newberry, S. C.—Granted voluntary assignment of license from C. A. Kaufmann and John F. Clarkson d/b as Newberry Bcstg. Co. to Newberry Bcstg. Co. (partnership to corporation).

Following were granted mod. CPs for extension of completion dates as shown: WAAT-FM Newark, N. J., to 10-10-48; WGBG-FM Greensboro, N. C., to 8-15-48; KFMV Los Angeles to 9-15-48.

KAGH Pasadena, Calif.—Granted license for new station 1300 kc 1 kw D.

WPPA Pottsville, Pa.—Granted license change hours, increase power, etc.

KWAK Stuttgart, Ark.—Granted license for new station 1240 kc 250 w unl.

KTXJ Jasper, Tex.—Granted license for new station 1240 kc 250 w unl. and specify studio location.

KHIT Lampasas, Tex.—Granted license for new station 1450 kc 250 w unl.

KWBM Williston, N. D.—Same.

WIOU Kokomo, Ind.—Granted license for new station 1350 kc 1 kw DA unl.

KCNY San Marcos, Tex.—Granted license for new station 1470 kc 250 w D.

KSUE Susanville, Calif.—Granted license for new station 1240 kc 250 w unl.

KGLC Miami, Okla.—Granted license for new station 910 kc 1 kw DA unl.

W2XAY Newark, N. J.—Granted license for new exp. TV relay station, change emission to A5 and change trans. location.

Pueblo Radio Co. Inc., Pueblo, Col.—Granted CPs two new remote pickup stations.

Pacific Video Pioneers, Pasadena, Calif.—Granted CP new exp. TV station.

KFUO KFUO-FM Clayton, Mo. — Granted mod. license to change name of licensee to The Luthern Church—Missouri Synod.

WGYV Greenville, Ala.—Granted voluntary assignment of CP from The Greenville Bcstg. Co., partnership composed of E. Vernon Stabler, Calvin Poole and Samuel W. Farrell Jr. to Greenville Bcstg. Corp.

WIVY Jacksonville, Fla. — Granted voluntary assignment of CP from Frank L. Denton and L. Frank Jones, partnership d/b as Denton and Jones Bcstrs. to WIVY Inc.

WHOK Lancaster, Ohio — Granted mod. CP to change type trans. and for approval of ant. and trans. location.

WHOS Decatur, Ala.—Granted mod. CP for approval or ant., trans. and studio locations.

Following were granted mod. of CPs for extension of completion dates as shown: KECA-TV Los Angeles to 12-31-48; KOB-TV Albuquerque, N. M., to 10-1-48; WBKB Chicago to 1-1-49; WTVR Richmond, Va., to 3-3-49; WBEN-TV Buffalo, N. Y., to 9-16-48; KWRO Coquille, Ore., to 11-1-48; KFDM Beaumont, Texas, to 11-1-48.

August 10 Applications . . .

AM—1420 kc

Diamond H Ranch Bcstrs., Auburn, Calif.—CP new standard station 1420 kc 250 w unl. AMENDED to delete amendment filed 10-16-47 and to change frequency from 1420 to 1490 kc, changes in ant., change trans. and studio locations.

AM—1100 kc

WHLI Hempstead, N. Y.—CP increase power from 250 w to 1 kw.

AM—630 kc

KXOK St. Louis—CP to change from DA-DN (DA-2) to DA-N and mount television ant. on the AM tower.

Petition to Reinstate

WATO Oak Ridge, Tenn.—Petition to reinstate CP change frequency from 1490 to 1450 kc. Contingent upon grant of application of WOND for change in frequency.

SSA—730 kc

WIHL Hammond, La.—SSA to operate 250 w D on 730 kc for period not to exceed 60 days, using WSLA's present ant.

Extension of SSA

WNYC New York—Request for extension of SSA to operate additional time between hours of 6 a.m. (EST) and sunrise at New York and between hours of sunset at Minneapolis and 10 p.m. (EST) using DA designed therefor, for period beginning 3 a.m. Sept. 2 for six months.

License Renewal

Application for renewal of license for FM broadcast station filed by: WJJW Wyandotte, Mich.

FM—100.3 mc

WFMF Chicago — CP change ERP from 17 kw to 40 kw, overall height above ground to 561 ft.

TV—Exp. Relay

Liberty Bcstg. Corp., Atlanta, Ga.—CP new exp. TV relay station on 6975-7000 mc, 0.1 w, emission special for FM and hours in accordance with Sect. 4.131(b) and 4.163.

Detroit Bcstg. Co., Detroit—CP new exp. TV relay station 7050-7075 mc, 0.1 w, emission special for FM and hours in accordance with Sect. 4.131 (b) and 4.163.

Columbia Bcstg. System Inc., New York—CP new exp. TV relay station on 6875-6900 mc, 0.1 w, emission special for FM and hours in accordance with Sect. 4.131(b) and 4.163.

Modification of CP

KROX Crookston, Minn.—Mod. CP change hours from D to unl., frequency from 1050 to 1260 kc, power from 1 kw D to 500 w-N 1 kw-D and install DA-N.

WLEE Richmond, Va. — Mod. CP changes in vertical ant. and mount FM ant. on AM tower, to change frequency from 1450 kc to 1290 kc, increase power w to 5 kw, install DA-DN (DA-2). AMENDED to change frequency to 1480 kc.

WAEB Allentown, Pa.—Mod. CP new standard station to specify 500 w-D 1 kw-N, to change from DA-2 to DA-1 (790 kc).

WACE-FM Chicopee, Mass.—Mod. CP new FM station, to change ERP from 3 kw to 3.2 kw.

WLAV-FM Grand Rapids, Mich.—Mod. CP new FM station to change ERP from 54 kw to 57.6 kw. AMENDED to change ERP to 51.2 kw, ant. height above average terrain to 454 ft.

WLOK-FM Lima, Ohio—Mod. CP new FM station to change ant. height above average terrain from 435 ft. to 427.7 ft.

WWLH New Orleans—Mod. CP new FM station to change ERP from 19 kw to 11.685 kw, decrease ant. height above average terrain to 378 ft.

WNNJ North Jersey Bcstg. Co. Inc. Paterson, N. J.—Mod. CP new FM station to change ERP from 8 kw to 19.1 kw, decrease ant. height above average terrain to 507 ft.

KONG Alameda, Calif.—Mod. CP new FM station for extension of completion date.

KFSD-FM San Diego, Calif.—Same.
WMMW-FM Meridan, Conn.—Same.
WMAZ-FM Macon, Ga.—Same.
WCIL-FM Carbondale, Ill.—Same.
WWOL-FM West Seneca, N. Y.—Same.
WTPS-FM New Orleans—Same.
WFMI Portsmouth, N. H.—Same.
WCSC-FM Charleston, S. C.—Same.
WRHI-FM Rock Hill, S. C.—Same.
WFBM-FM Indianapolis—Same.

WNBQ Chicago—Mod. CP new commercial TV station for extension completion date.

WFBM-TV Indianapolis—Same.
WOIC Washington, D. C.—Same.
WCON-TV Atlanta, Ga.—Same.
WAGA-TV Atlanta, Ga.—Same.

FM—92.9 mc

Charleston Bcstg. Co., Charleston, W. Va.—CP new FM station on Channel 225, 92.9 mc. AMENDED to change ERP to 46.2 kw, ant. height above average terrain to 536 ft.

Assignment of License

WRRZ Clinton, N. C.—Voluntary assignment of license from Tar Heel Bcstg System Inc. to Radio Station WRRZ Inc.

WGWR Asheboro, N. C.—Voluntary assignment of license from W. C. Lucas and Roy Cox, d/b as Asheboro Bcstg. Co. to Asheboro Bcstg. Co.

WJHO Opelika, Ala.—Consent to assignment of license to Yetta G. Samford, C. S. Shealy and Aileen M. Samford, as executrix of estate of Thomas Drake Samford Jr., d/b as Opelika-Auburn Bcstg. Co.

KOCO West Salem, Ore.—Voluntary assignment of license from Jennie C. Schmidt, guardian of estate of B. Loring Schmidt to B. Loring Schmidt.

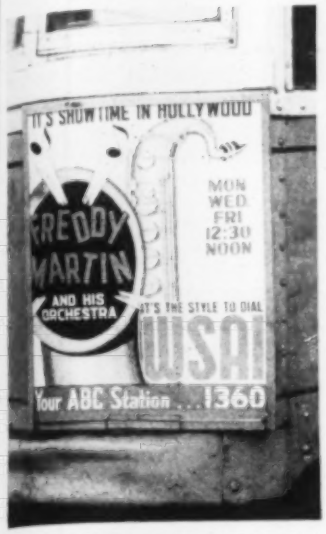
(Continued on page 93)

KGW

NBC AFFILIATE

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



FREDERIC W. ZIV Co., transcribed show producer, is promoting its Freddy Martin program, "Showtime From Hollywood," in Cincinnati with four-color billboards, trolley dash cards (above) and dealer displays. Harry Knodel Distributing Co., Norge distributor, is Cincinnati sponsor.

Political Parties Get Time on CBC Networks

WITH THREE political party conventions in Canada this summer, Canadian Broadcasting Corp. policy on broadcasts from political party conventions has been altered. It allows broadcasts from each of the three conventions, and special time for the fourth major political party on CBC networks during August and September.

The Liberal Party Congress to choose a new leader and party platform was held at Ottawa, Aug. 5-7; the Progressive-Conservative Party Conference for the same purposes is being held at Ottawa early in October; the Bi-Annual Convention of the Co-operative Commonwealth Federation (Socialist) Party is being held this autumn at Winnipeg. This leaves the Social Credit Party to be allotted free time on the networks.

NAB By-Laws Committee To Hold Meeting Aug. 19

BY-LAWS committee of NAB will meet Aug. 19 at the Cavalier Hotel, Virginia Beach, to work out details and language of proposed changes to the association's by-laws. Decisions of the committee will then be reported to the next NAB board meeting in November for approval.

Attending will be G. Richard Shafto, WIS Columbia, S. C., chairman; Michael Hanna, WHCU Ithaca, N. Y.; Campbell Arnoux, WTAR Norfolk, Va., and C. E. Arney Jr., NAB secretary-treasurer who will act as secretary of the committee.

KTBI, 'TACOMA TIMES' SEEKING TV CHANNEL

INITIAL commercial television application for Tacoma, Wash., was filed Aug. 5 by Television Tacoma Inc. [BROADCASTING, Aug. 9]. Facilities requested are Channel 4 (66-72 mc) with 12 kw visual and 6 kw aural.

Principals in the application were shown as KTBI Tacoma and *The Tacoma Times*. Officers and directors of Television Tacoma, as listed by the newspaper, are H. J. Quilliam, president; E. W. Scripps and George Skaugset, vice presidents; Harold S. Woodworth, treasurer; J. G. Scripps, secretary, and A. E. Blair, assistant secretary.

Mr. Quilliam is also president of KTBI and heads the Washington Assn. of Broadcasters. E. W. Scripps is chairman of the board of The Tacoma Times Pub. Co. and J. G. Scripps is a member of the board. Both are officials of KVNI Coeur d' Alene, Idaho, and KNEW Spokane. Scripps interests, the *Times* points out, pioneered the television field in Cleveland with the construction of WEWS there.

The interests of other officials in Television Tacoma, as shown by the *Times*, are: Mr. Woodworth, contractor; Mr. Blair, corporation lawyer, and Mr. Skaugset, business manager of the *Times*.

SENATE FAILS TO ACT ON WENE NOMINATION

THE SENATE, before adjournment, failed to act on President Truman's nomination of Elmer H. Wene, official of two New Jersey stations, for the post of Assistant Secretary of Agriculture.

Mr. Wene, president of WTTM Trenton and WSNJ Bridgeton, was nominated by the President Aug. 7. He had been nominated previously for the same post in June but indicated he did not want the job. No appearance was made by Mr. Wene early in July when he was scheduled to take the oath of office at the same time Albert J. Loveland was to have been sworn in as the new Under Secretary of Agriculture. Mr. Loveland was sworn in alone following a day's delay.

A former member of Congress, as well as the State Senate, the 56-year-old Mr. Wene has been mentioned prominently in Democratic circles as that party's candidate for Governor in 1949.

Mr. Wene, who operates a chicken hatchery in Vineland, N. J., may now receive a recess appointment from the President for the agriculture post to succeed Charles Brannan, who was named secretary.

KANS Wichita's Power Up to 5 kw D, 1 kw N

POWER of KANS Wichita, Kans., an NBC affiliate, was increased July 31 to 5 kw daytime and 1,000 w night on a new frequency of 1480 kc, Archie J. Taylor, station manager reported.

Mr. Taylor described installation of four 200-ft. towers and a new transmitter, at a total cost of $75,000, as another current improvement. The station has occupied new studios at 1015 North Broadway.

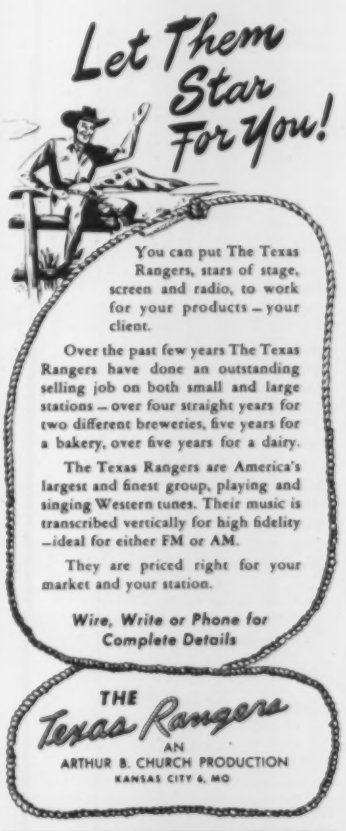
More DuMont Programs

EFFECTIVE yesterday (Aug. 15) the DuMont Television Network began serving its television stations on the south-bound coaxial cable with twice as much programming as it had previously. Originating at WABD New York, key outlet of the network, the schedule provides for a daily total of four hours of programming for delivery to WTTG Washington, WMAR-TV Baltimore and WFIL-TV Philadelphia.

TV Survey in Ohio

A SURVEY by television set distributors in Northeastern Ohio shows that, as of Aug. 1, there are now 8,390 television receivers in operation in that area, according to officials of WEWS (TV) Cleveland. There were 6,087 home and 2,303 public receivers. The total represents a substantial gain over the July 1 figure of 7,100 and an increase of more than 240% over the May 1 figure of 3,402.

IN ATLANTA IT'S WCON
THE ATLANTA CONSTITUTION STATION
ABC
NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY
679,973,000
Retail sales to families in WCON's coverage area were six hundred seventy-nine million, nine hundred and seventy-three thousand dollars in 1947.
WCON is the medium to help get your share. Write or wire Headley-Reed Company for availabilities.
WCON
5000 WATTS • 550 KC


Let Them Star For You!
You can put The Texas Rangers, stars of stage, screen and radio, to work for your products – your client.
Over the past few years The Texas Rangers have done an outstanding selling job on both small and large stations – over four straight years for two different breweries, five years for a bakery, over five years for a dairy.
The Texas Rangers are America's largest and finest group, playing and singing Western tunes. Their music is transcribed vertically for high fidelity –ideal for either FM or AM.
They are priced right for your market and your station.
Wire, Write or Phone for Complete Details
THE Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO

things that make KGNC
the Tuned-in station throughout
the fabulous Panhandle...
Uncle Jay, through KGNC, has become practically an institution. The Trading Post, a 15-minute six a week program is Uncle Jay's main feature. It's a "country newspaper of the air."
KGNC
710 KC. AMARILLO, TEXAS 10,000 WATTS
Represented by TAYLOR-HOWE-SNOWDEN Radio Sales, Inc. • Member of the LONE STAR CHAIN

WHB
10,000 WATTS IN KANSAS CITY
DON DAVIS
JOHN T. SCHILLING
JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES
• 5,000 WATTS NIGHT

Allied Arts

GERTRUDE SPEER formerly with Sperti Inc. and previously with WMPS Memphis, Tenn., has joined radio and television department, public relations division of National Assn. of Manufacturers.

BROADCAST MEASUREMENT BUREAU has announced that 69 stations conducting the BMB Interim Audience Study last March may now obtain reports on other participating stations. Others desiring report may request it directly from individual stations or from BMB at slight charge. Interim Area Report, now in preparation will be mailed late this month to BMB subscribers, AAAA agencies and ANA advertisers. Others may obtain report for $2.50.

ASSOCIATED ACTIVITIES Inc., Minneapolis, processor of premium and contest responses for national advertisers, has scheduled opening of its newly-built Burbank, Calif., branch plant for Oct. 1. Plans are underway for branches in New York and Chicago sometime next year.

WEST HOOKER Co., has been organized at 3 E. 85th St., New York, to package shows for television. Firm produces mostly live shows but has a few film features. Its "The Telegame" series is now telecast over WNBT New York.

JOSEPH CARLETON BEAL, former public relations director of City College's Midtown Business Center, New York, on Aug. 15 opened own publicity and public relations office in Bush Bldg., 130 W. 42nd St., New York. City College will be one of his accounts.

J. MICHAEL HAGOPIAN, cameraman, has been signed by Telefilm Inc., Hollywood, for year's assignment covering unusual stories in Middle East for weekly television series "Telefilm Snapshots." Firm now has ten cameramen covering assignments all over the world.

FREDERIC B. FOLKS, director of radio at Bradley U., Peoria, will become instructor in radio at Texas Christian U., Fort Worth, in September. He is spending part of summer studying television operations at KSD-TV St. Louis.

CHARLES GORDON and **YVONNE ENGELMAN** have opened public relations and advertising offices under name of Gordon & Engelman at De Young Building, 690 Market St., San Francisco. Telephone: Douglas 2-8377.

JACK ROURKE, head of Jack Rourke Productions, Hollywood, and Joan Lane, Selznick Studio publicist, have announced their marriage.

Equipment

GENERAL ELECTRIC, New York, has announced new division, called Industrial and Transmitting Tube Division, that has been formed within Tube Division. New division will consolidate all sales, design engineering and manufacturing activites related to former Power Electronics Division, which makes rectifiers for industrial and power users. **GEORGE W. HENYAN** has been appointed manager of new division and **K. C. DeWALT** and **E. F. PETERSON** have been appointed assistant managers. **O. W. PIKE**, engineer of Tube Division, has been appointed manager of engineering, Tube Division.

ANDREW Corp., Chicago (transmission lines, antenna equipment), has issued a new general price list, offering tabulation of all transmission lines, antenna and related equipment manufactured and sold by the firm.

HOBART C. McDANIEL has been appointed manager, Technical Press Service in the public relations department of Westinghouse Electric Corp., Pittsburgh, Pa. Mr. McDaniel joined Westinghouse Lamp Division in 1939, as commercial engineer. He joined Technical Press Service in 1943. He succeeds **CARL E. NAGEL**, resigned.

RCA TUBE Dept., has announced new tool for quick identification of electron tube connections is available in new RCA booklet, "Triple Pindex," which has been prepared by RCA and available at 75c per copy.

BENDIX RADIO Div., Baltimore, has announced two new television receiver models: Model 235MI with list price of $329.95, and Model 325M8, list price, $599.50.

HAROLD W. SCHAEFER has been appointed manager of Westinghouse Home Radio Division, Sunbury, Pa. Mr. Schaefer has been in charge of engineering development and research, and previously had held administrative, manufacturing and engineering positions in the division.

BELMONT RADIO Corp., Chicago, subsidiary of Raytheon Mfg. Co., has announced new, lightweight, portable television receiver that operates on either AC or DC. To be known as Raytheon-Belmont receiver, set has seven-inch screen, indoor aerial and retails for $179.95.

CHARLES T. HAIST Jr. has been named General Electric's broadcast equipment representative for northern California and western Nevada. He succeeds **FRANK B. BARNES**, who has been transferred to branch of company at Syracuse, N. Y., as assistant to sales manager for transmitter division.

WESTINGHOUSE Inc. has introduced 1949 line of TV and radio receivers including two new video and ten new radio sets. Console combining TV, AM, FM and automatic record player is listed to retail between $595 and $625.

TOP Productions Inc. ("Television on Parade"), New York, is producing film commercials for video. Series will promote "Mackenzie," new pre-shave beard softener manufactured by C. R. Mackenzie Ltd.

Feature

(*Continued from page 8*)

day, Eddie Condon, Stan Kenton and others. He also lays cautious claim to the discovery of the disc jockey, Fred Robbins.

The Andersons have been married for seven years and have twin girls, Allie and Marny, five. The family live in Jackson Heights, New York.

Income for Spending Up 4% in 1948 1st Quarter

CONSUMERS' disposable income, that amount available for spending after payment of personal taxes, increased more than 4% during the first quarter of the year, the Dept. of Commerce announced last Tuesday.

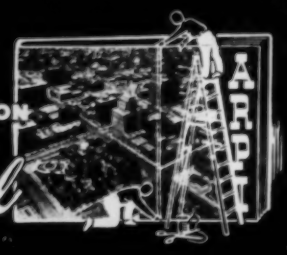
Factors contributing to the increase, the Department's Office of Business Economics disclosed, were reduced tax payments starting in May, and a jump in June of personal income to an annual rate of $211.9 billion from $207.2 billion in the previous month. The June increase resulted from the absence of major strikes, the effects of third-round wage increases in some of the durable-goods industries and higher prices paid farmers for livestock products. Bulk of the increase was centered in factory pay rolls.

Ziv Show Expands

FREDERIC W. ZIV Television Programs Inc., Cincinnati, has notified sponsors of its *Sports Album* television show, that football, basketball, boxing, wrestling, horse racing, golf, swimming and tennis "Albums" will follow current baseball series, at rate of three-per-week during coming year. Stations carrying series: WCBS-TV New York, WCAU-TV Philadelphia, WBZ-TV Boston, WBEN-TV Buffalo, WWJ-TV Detroit, WEWS Cleveland, WLWT Cincinnati and KSD-TV St. Louis.

ADVERTISING and Sales College of Southern California, Los Angeles, announces new course in advertising, starting Sept. 9.

NOW! DIRECT PUBLISHER-TO-STATION SERVICE ON



Tailored

RADIO PICTURE ALBUMS

direct publisher to station service

Albums created *especially* for your station available at no cost to you . . . no cost to your listeners. We now have exclusive national sales and distribution rights for all Radio Albums produced by the Howard Company, Peoria, Illinois publishers who have, since 1938, produced almost 200 Radio picture albums distributed for stations from coast to coast.

you can have thousands of individually planned radio albums distributed

AT NO COST TO YOU

and exclusive in your city

Write or phone today . . . exclusive rights to only one station in each city.
Phone 4-3262

American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

WSLI
JACKSON
MISSISSIPPI
5000 WATTS
Day & Night
930 K.C.
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

FM LEADER!

110-mc ring-seal power tetrode streamlined for new transmitters. Forced-air-cooled. A pair will put out more than 3 kw, with only 120 w drive required!

Also best for your final stage because...

1. Tube installation or replacement takes only a few seconds (see sketch).
2. Wide terminal-contact areas greatly increase h-f efficiency.
3. Internal shielding is complete . . . tube inductance low . . . little if any neutralizing is needed.

GL-7D21

RING-SEAL CONTACTS

Sketch shows how easily the GL-7D21 can be plugged into a coaxial socket. Ring-seal design also provides ample contact surface for all terminals.

CHARACTERISTICS

Filament voltage	6.3 v
current	30 amp
Interelectrode capacitances:	
grid-plate	0.4 mmfd
input	39 mmfd
output	14 mmfd
Frequency at max ratings	110 mc
Type of cooling	forced-air
Max plate ratings, Class C telegraphy:	
voltage	4,000 v
current	1 amp
input	3,000 w
dissipation	1,200 w

TAILORED to your needs as builder or designer of new broadcasting equipment, Type GL-7D21 is *the right tube for medium-power FM.* Check the low drive requirement of 120 w—real economy!—against an output (push-pull in open-line circuits with proper external shielding) of well over 3 kw. Note the convenience of forced-air cooling!

Study the tube's other advantages given above, then add plus-features like silver-plated contacts to reduce r-f losses; strong, lasting Fernico metal-to-glass seals; trim contour and compact construction to match the other advanced components of your ultra-modern transmitter.

One of a distinguished family of ring-seal power tubes for FM and television, the GL-7D21's brilliant all-around performance also marks these larger types:

GL-5513. A 220-mc forced-air-cooled triode, with typical Class C output (per tube) of 2.45 kw.

GL-5518. A 110-mc forced-air-cooled triode with typical Class C output (per tube) of 6.4 kw.

GL-9C24. A 220-mc triode, cooled by water and forced air, with typical Class C output (per tube) of 9 kw.

In this group is a tube directly suited to your requirements, no matter what type or size transmitter now is on your drawing-boards. For prices and detailed information phone your nearby G-E electronics office, or wire or write to: *Electronics Department, General Electric Company, Schenectady 5, New York.*

GENERAL ELECTRIC

161-66-9950

FIRST AND GREATEST NAME IN ELECTRONICS

WMPS

MEMPHIS

68

On Your Radio

10,000 W Day Time
5000 W Night Time

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

ASK YOUR PETRY MAN

About Availabilities in the

YANKEE NETWORK

News Service Editions at

8 A.M. ★ 1 P.M.
6 P.M. ★ 11 P.M.

THE YANKEE NETWORK, INC.

Member Mutual Broadcasting System
21 BROOKLINE AVE., BOSTON 15, MASS.
Represented Nationally by EDWARD PETRY & CO. INC.

COLLEGE PROFESSORS ORGANIZE TV COURSES

PROFESSORS from Northwestern U., Illinois Institute of Technology and Michigan State College, after taking television training at WBKB, the Balaban & Katz video station in Chicago, this summer, are organizing new TV courses for their students.

Don Fedderson, chairman of the School of Speech at Northwestern, is opening a fall seminar for a limited number of upperclassmen and selected students. Instructors are all WBKB trainees. The university is planning to construct a miniature studio for laboratory training, Mr. Fedderson said.

Theodore Lindgren, chairman of the Visual Education Dept. at Illinois Tech in Chicago, is preparing a TV course on programming which will be given as soon as space at the school is available for a studio laboratory.

J. D. Davis, professor in radio at Michigan State's Dept. of Speech, will begin lectures on video next month. Prof. John Dietrich of the U. of Wisconsin will arrive in Chicago for WBKB training late this month.

WBKB's training plan is open also to video stations with construction permits and to advertising agencies.

Sterling Drug Shows 3% Increase in Sales

STERLING DRUG Inc., and its subsidiary companies, radio advertisers, reported a net profit increase, before deductions of preferred dividends, of $7,534,573 for the first six months of 1948 ending June 30. Tax deductions were computed in arriving at the figure.

James Hill Jr., president of the company, announced that sales for the first half of the year reached $68,906,796.

(*Continued from page 30*)

kind has mounted since the Zenith Annual Report and your message to Zenith stockholders, dated April 30, 1948, and most recently from newspaper articles carrying what purports to be a statement from you at the July 27 meeting of Zenith stockholders which implies participation by telephone companies in phonevision this fall. The telephone companies referred to presumably include Bell Companies, especially since they are the ones serving most of the areas in which television broadcasting has started or is imminent.

Below are some typical excerpts from recent publicity:

". . . it will not be long before you will be able to call your telephone operator and, without any interference with your regular telephone service, see first-run movies on your phonevision-television receiver for a modest charge which may appear on your monthly telephone bill." From Zenith Annual Report—statement dated July 2, 1948.

"In the near future you will be able to call your telephone operator and say, 'I want to see "Gone With the Wind" or "Cass Timberlane" in my home tonight.' You will see it over your own television receiver, and at the end of the month find a charge of about a dollar on your monthly telephone bill. Your payment will be divided between the telephone company, the television broadcaster, and the producer of the entertainment." From message to Zenith stockholders —April 30, 1948.

"With the phonevision device, it will only be necessary for the owner of a television set equipped with phonevsion to pick up the phone and to see in his home a full length, new feature movie for about a dollar, which will be billed on the regular telephone bill at the end of the month, he said." From article in New York Times—July 29, 1948.

The position of the Bell Telephone Companies with regard to phonevision is as follows: We, of course, do not know whether your contemplated technique for utilizing telephone facilities to transmit signals to the individual television receivers could be used without impairing normal telephone service. There have been no specific proposals or telephone company tests with regard to this question. As you will recall, when you told us of your ideas for a fee type of television service last year, we stated that the Bell Telephone Companies are always receptive to suggetions of new uses to which their plant may be put, provided they do not interfere with the primary undertaking of furnishing telephone service. In my letter to you of May 15, 1947, I said "I should think the telephone companies would wish to study the proposal and consider its use at such time as a specific arrangement is suggested." We subsequently offered in my letter of June 16, 1947 to conduct tests over telephone company lines when your development reached the stage to make this desirable. While one of our people viewed a preliminary model of your set, we have not been advised that your development has been completed.

We understand that your own interest in phonevision is solely in the licensing and manufacturing of television equipment as indicated in your letter of April 18, 1947. In that letter you state:

"We here at Zenith have no desire to enter the broadcasting or entertainment fields. We intend to license the use of our invention but, of course our real profits will come from building our share of the television receivers. We also will license others to build these receivers."

As also stated in my letter of May 15, 1947, the telephone companies do not feel that it would be appropriate for them to sponsor or undertake phonevision. Presumably then if phonevision is to be provided it will have to be sponsored and organized by some other group such as television broadcasters or program producers. Up to the present, we have received no requests for facilities from any such group. We therefore have no way of knowing whether the principals in any contemplated phonevision enterprise would simply request circuits from the telephone company or would ask them also to switch the signals in response to calls from owners or receivers.

Further, it has been stated that the telephone companies would bill, collect and disburse the fees for viewing the special programs. As I mentioned to you in one of our discussions, the fact is that there are good reasons why the Bell Companies would probably not find it practicable to do more than provide circuits to any prospective customers desiring such facilities.

It was unfortunate also in this general connection that an article in the July 26 issue of the magazine "Broadcasting," which you may have seen, contained a statement attributed to an official of the Illinois Bell Telephone Company to the effect that this company "has the accounting and billing setup to take care of phonevision fees" and that phonevision gives it "a chance for added revenue by finding a new use of existing facilities without interrupting their normal service." We are advised that no official of the Illinois Bell Company has made any such statement.

I have gone into this matter carefully because we believe that it would be helpful to correct the misunderstandings that now exist. If you have any questions regarding this matter or would like to discuss it further, we should be glad to do so.

/s/ J. J. Hanselman
Assistant Vice President

FIGURES, BMB figures, that is, catch the attention of David Hogue (seated l), publisher of the Utica "Observer-Dispatch" and holder of a TV CP in that city. Appreciative quintet are (seated) Edmund J. Shea, radio director, James Thomas Chirurg Agency, Boston; Louis Saiff Jr., WWNY Watertown, (standing l to r): H. S. Brown, Rural Radio Network, Ithaca; George Bolling, New York; Thomas B. McHugh, WMSA Massena, N. Y.

Advanced Boston Radio Workshop Now in Session

THE advanced workshop on radio in education at Boston U. opened Aug. 2 and will continue through Aug. 20. Presented under the joint sponsorship of Boston U. and the New England Committee on Radio in Education, the course is stressing scriptwriting, production and the use of radio in schools.

Planned to meet the needs of educators who have had some previous experience in radio, the emphasis is being put on practical work, using the facilities of Boston stations. Thirty-two teachers, supervisors and librarians are taking the course, according to Prof. Samuel B. Gould, director.

WBZ

Boston's most powerful station
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

Respects

(*Continued from page 50*)

Commission, predecessor of the present FCC. His ability as a trial lawyer soon led to his designation as chief trial attorney.

Named to aid the Justice Dept. in prosecuting criminal violations of the Radio Act, he drafted the first criminal indictment ever returned by a federal grand jury under that law. It was the case of the U. S. vs. Fellows, involving (1) operating a station without a station license, and (2) operating without an operator's license. The late U. S. Judge Farris, of St. Louis, before whom he won a conviction, commended him publicly as the best attorney who had ever represented a Washington agency in his courtroom.

Other criminal prosecutions followed, all of them successful, and late in 1929 Mr. Spearman was made FRC's assistant general counsel. He handled several appeals for the Commission and lost only one —a case in which he had told the Commission in advance that its decision was wrong and could not be supported.

When he resigned to enter private practice on June 10, 1931, Gen. C. McK. Saltzman, then chairman, gave him a letter in which the Commission recognized that "on very many occasions when new and trying legal problems incident to radio matters have confronted it [FRC], you have labored most assiduously without regard to hours, and rendered the Commission valuable service."

Entered Private Practice

Mr. Spearman entered private radio practice in Washington with the late Thomas P. Littlepage in September 1931. He left that partnership on July 11, 1934, when the FCC was organized, to become its first general counsel. He served until June 30, 1935, when he returned to private practice.

Partners in his firm have included the late Sen. Hubert D. Stephens of Mississippi and the late Judge E. O. Sykes, also a Mississippian and a former FRC and FCC member and chairman. Mr. Spearman now heads the law firm of Spearman & Roberson, in which he is associated with three partners; Judge Frank Roberson; his brother, John C. Spearman, and Russell Rowell.

Mr. Spearman probably has tried as many technical radio cases as any communications attorney in practice today, but is best known, perhaps, for his representation of the Regional Broadcasters Committee in the perennial clear-channel proceedings before the FCC.

More recently he won a notable victory over the Commission in an appeal taken for WCKY Cincinnati in one of the so-called daytime-skywave cases, when an appeals court held with him that FCC may not grant an application without first affording a hearing to any existing station that claims it will suffer interference.

True to Native State

Prosperous and demanding though it is, Mr. Spearman does not permit his law practice to interfere with his interest in his native state, and, particularly, its political affairs. It is a by-word of his friends that "no matter where his feet are, his heart's in Mississippi."

He was born May 24, 1898, at Amory, Miss., the son of Marcus D. L. and Sarah Jane (Green) Spearman. From his father, an outstanding mathematician, he ininherited an adroitness at the exact sciences which has served him well in his work in radio engineering. He was educated at Mississippi State College and Cumberland U. Law School, and, on Dec. 19, 1919, he married Effie May Holley, of Hamilton, Ala.

From the heavy-voting northeast section of Mississippi, where his family has been identified with state politics for three generations, Mr. Spearman has been a delegate to the Mississippi State Democratic Convention continuously since 1924, and was a delegate to the national conventions of 1932, '36, '40, and '44. He also was one of the youngest members of the party's State Executive Committee, on which he served for eight years.

While still a student at Mississippi State he led in a successful campaign for a bond issue to establish the first high school and junior college in his home county. He contributed the land and designed the main building of the Tremont High School, one of the largest consolidated schools in Mississippi, and when money to complete and equip the building ran low, he and a cousin put up the necessary additional funds.

He has retained his membership in the Methodist Church in the rural community where he grew up, and is still a member of the Masonic Lodge to which his father and both grandfathers belonged and which he himself has served as Worshipful Master.

Aside from his law practice and Mississippi, his hobbies are (1) his family, and (2) the study of technical publications of all sorts. He and Mrs. Spearman have four children and three grandchildren. The daughters are Mrs. Sarah Paul Thompson, Mrs. Louise Imogene Luther, Mrs. Marguerite Sue Macgregor, and Miss Eloise Lenore Spearman, a 1948 graduate of George Washington U. in Washington, where she made Phi Beta Kappa during her junior year.

But the grandchildren, Diane Thompson, 9; Lynda Luther, 1, and Bruce Macgregor, five months, are the final bosses. He proudly admits they're the only authorities to whom he has never entered an objection.

Questioning of Employes By WSB Brings Censure

NATIONAL LABOR Relations Trial Examiner James R. Hemingway has recommended that the Atlanta Journal Co. (WSB) cease "interrogating its employes or applicants for employment as to their union membership or choice of bargaining representatives." The trial examiner also recommended that WSB cease "threatening its employes with reduction in salaries or loss of pay if they choose the union (Atlanta local, AFRA) as their collective bargaining agent."

WSB in an answer filed April 9 to charges discussed above, denied alleged unfair labor practices. The station's answer alleged that "the union abandoned negotiations and for the two years past has not even purported to be the exclusive bargaining representative for any unit of (WSB's) employes . . ."

Notices of the NLRB recommendation were sent to WSB and the Atlanta AFRA local Aug. 6. Both parties have 20 days to file exceptions.

Radio Book Reprint

THE SECOND printing of *Radio Receiver Design, Part II* by K. R. Sturley has just been announced by John Wiley & Sons Inc., New York. This second part starts with audio frequency amplification and carries through the special requirements of FM and television reception. The book is priced at $5.50 and is available through John Wiley & Sons Inc., 440 Fourth Ave., New York.

THE
LONG ISLAND
STORY

25% more people in Long Island's large, quality market listen to WHLI from 8 AM to noon than to all the New York independent stations combined!

Of course WHLI has the Spring-Summer 1948 HOOPER Station Listening Index for Hempstead.

WHLI 1100 KC
BETWEEN WHN AND WNEW
AND
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD
LONG ISLAND

•CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Traffic manager wanted for large network affiliate in major market. State full experience and references. Photograph if possible, which will be returned. Box 373, BROADCASTING.

Commercial manager—250 watt MBS affiliate in Iowa. Thorough knowledge of radio advertising, proven ability to sell and creative qualities necessary. Salary and overhead or draw open. Tell all first letter. Enclose references. Write Box 370, BROADCASTING.

Salesmen

Salesman contacting radio stations to sell radio productions. Commission. Box 912, BROADCASTING.

Transcription salesmen—All sections. Popular line of jingles, shows. Top commissions. Give territory and other representations. Box 318, BROADCASTING.

TRANSCRIPTION LIBRARY SALESMAN

WANTED: To travel. Commission basis. Every station can use our large repertoire, augumented monthly. Library sells at a low monthly rental. Must have car. Answer giving us your past experience. A hard worker can make real money. Box 210, BROADCASTING, 360 N. Mich. Ave., Chicago.

Salesman with announcing experience for Mutual affiliate, salary plus commission, send necessary information, photo, in first letter, KOWB, Laramie, Wyoming.

Announcers

Large southern station has excellent employment opportunity for experienced announcer capable handling position Director Special Events. Must be able to telephone giveaway, some DJ shows, interview work. Friendly style as used in SW and west desirous. Good opportunity advancement. Write fully. Box 350, BROADCASTING.

Established AM-FM network affiliate, southern market, desires experienced announcer September 1st. Combination man preferred. Ideal working conditions. List details, send disc immediately. Box 358, BROADCASTING.

Need at once. Experienced announcer to handle jock shows, news, etc. Good base, talent extra. Send disc, photo, KLEE, Houston, Texas.

OPPORTUNITY

for

ANNOUNCER

Somewhere in U. S. on a small station in a small or medium-size town, there is an announcer who is seeking opportunity in a larger field. We have an opening for a high caliber man seeking a real future and who doesn't think it's to be found only on Broadway or in Hollywood. Must be dependable, versatile—able to do remotes, etc.—must be a "team player". Permanent with real advancement for right man. Southeastern Michigan. Box 402, BROADCASTING.

Help Wanted (Cont'd)

Announcer-control board operator willing and able to work on GI Bill of Rights. Somebody with initiative who is willing to work in exchange for varied experience in all types of announcing. Box 411, BROADCASTING.

Announcer, sober, reliable, who can doub'e on sports. Modern progressive Mutual 1000 watt station. Send full details, audition record to KTRE, Lufkin, Tex.

Experienced announcer for metropolitan independent. Write Ken Goodding, Program Manager, KRES, St. Joseph, Missouri.

Real sports spot—open now! Midwest town of 200,000; lots of sports year 'round. Do daily quarter hour sports show plus play-by-play football, basketball. Send record of play-by-play and sports review, photo, experience to Box 375, BROADCASTING.

Combination announcer - sportscaster wanted by southern NBC affiliate. $70.00 per week minimum. Must be experienced, sober, versatile. Apply Box 377, BROADCASTING, giving qualifications, employment record and include photograph.

Experienced staff announcer with newscasting ability. $225.00 per month. No board work. Send disc and details KISD, Sioux Falls, S. D.

Technical

Transmitter operators. No experience necessary. Small southern town. Cost of living low. Starting wage $35.00 Pay more for combination men. Apply Box 332, BROADCASTING.

Need two engineer-announcers to open new 250 watt station in eastern Montana September 1. Write Box 251, BROADCASTING.

Chief engineer—Midwest network regional with directional array. Station has television license; plans extensive construction program. Position demands man with directional education and professional background, experience as chief. Starting salary $400 per month. Life and health plan, periodic increases. Write giving construction education and experience, photo, references, present position. Box 338, BROADCASTING.

Position open for first class engineer. Wire WFNC-FM, Fayetteville, N. C.

Wanted. Southerner as chief engineer. 250 watt CBS. Start at $70.00 weekly. Must be experienced, sober and not a floater. Write or phone, General Manager, WAIM, Anderson, South Carolina.

Experienced engineer wanted, transmitter, remote, control room operation, installation and maintenance, 5 kw planning 10. Write giving history and wages expected. Air Mail Box 154, Barranquilla, Colombia.

Production-Programming, others

Community-conscious program director by N.E. AM-FM net-affiliated stations. Send evidence local programming and ideas making station integral factor all facets community. Photo and disc returned. State starting salary. Box 248, BROADCASTING.

Prominent southeast station will give GI announce school graduate opportunity if eligible on-job training and can do accurate detail work as combination traffic manager and announcing or writing copy. Typing ability required. Send small photo and your story to Box 351, BROADCASTING.

News editor, commercial experience, good voice. Send disc, details, photo. KSIB, Creston, Iowa.

Help Wanted (Cont'd)

New 250 watt unlimited station accepting applications for program director-announcer, transmitter-control operators, traffic-continuity writer and announcers. Reply Manager, P. O. Box 192, Front Royal, Virginia.

Wanted—Commercial copywriter, newsman, combination announcers for new station. Prefer midwesterners. Send disc, copy, photo, wages to Al Bell, KASI Ames, Ia.

Wanted! Top man! Experienced production man, announcer with ability to carry full duties of program director. Excellent salary in midwestern station in market of 350,000. Position open immediately. Apply Box 397, BROADCASTING.

First class license combination man and salesman. Engineering secondary. Salary $190.00. KUBC, Montrose, Colorado.

Idea writer. Immediate opening for experienced program creator and producer. Good salary. Progressive station. Western market. Submit samples, picture and background. Box 385, BROADCASTING.

Combination music librarian, announcer, production man for progressive New England 250 watt independent. Must be experienced. Box 384, BROADCASTING.

Continuity writer, good opening on an outstanding, progressive independent station; good starting salary and opportunity to advance; must be reliable. Stenographic ability or traffic experience advantageous. Full details first letter. Box 401, BROADCASTING.

Situations Wanted

Managerial

Executive officer-manager with 20 years profitable operation all phases AM-FM plus special TV training desires only one more change with better climate and opportunity to maintain or develop AM-FM-TV property on profit-sharing basis. Present employer offers finest recommendation. Box 127, BROADCASTING.

Competition my meat! Can change managerial headaches to smiles. Available now. Details at Box 290, BROADCASTING.

Needed—$6,000.00 annually, supervise engineering and manage too. Experienced, settled, available. Details at Box 291, BROADCASTING.

General manager available. 15 years experience all phases construction and station operation. Family man, sober, top record, references. South only. Box 134, BROADCASTING.

Former co-owner-manager of fulltime independent available Sept. 15. Prefer east coast area. Also willing to invest. Box 405, BROADCASTING.

Station owners: Are you completely satisfied with your present operation? Do you believe improvement can be made? That improvement is yours through a letter. There are two of us with a combined 32 years of commercial broadcasting background wanting the opportunity to show you how to better your station operations and increase your listening audience, with resultant increase in sales. We have the know how. Let's hear from you so we can tell you our story. Box 403, BROADCASTING.

Experienced general manager interested in moving to west coast or Texas area. Fine civic record and successful station operations background. Full details available on request. Box 381, BROADCASTING.

Experienced manager. Eleven years network and independent operations. First class license, excellent announcer and salesman. Box 4050, San Francisco 1, California.

Salesmen

Sales or sales promotion. BS Degree-Business Administration. Previous experience in announcing-writing. Just completed NBC-Summer Radio Institute. Box 362, BROADCASTING.

Salesman—Eighteen months experience in metropolitan area. Desires sales position with established station in good market on west coast. Excellent references. Box 396, BROADCASTING.

Situations Wanted (Cont'd)

35 year old sales manager 1000 watt small town station ready to advance. Available 2 weeks notice. Northwest or coast. Box 407, BROADCASTING.

Sales, graduate NBC Radio Institute Chicago. College major—advertising. Desire live sales or promotion position with progressive station. Age 24, midwest or west coast preferred. Box 39[illegible] BROADCASTING, 360 N. Michigan Chicago.

Announcers

Announcer—24, married, veteran. Professionally trained New York's leading radio school. Personable, industrious, newscasting, commercials. Strong on sports. Disc, photo on request. Will travel. Box 281, BROADCASTING.

Looking for good football and basketball play-by-play man? Mature enough to be dependable; young enough to be enthusiastic. Experienced all sports and all-round announcing, including board. Permanence desired. Please state potential earnings in reply. Box 35[illegible] BROADCASTING.

Available for personal audition within radius of 200 miles of Chicago. Otherwise disc and photo on request. Sincerely interested in announcing career that I am willing to sacrifice excellent position in business world. Box 356, BROADCASTING.

Announcer. Experienced in commercials, newscasting, acting, disc jockey, sports. Have MC experience. Graduate School of Radio Technique. Box 363, BROADCASTING.

Announcer experienced in commercials, disc jockey, newscasting, acting. Will travel. Graduate School of Radio Technique, Radio City, New York. Box 365 BROADCASTING.

Announcer, experienced in commercials, newscasting, disc jockey, acting. Will travel. Graduate School of Radio Technique, Radio City, New York. Box 366, BROADCASTING.

Newscasting. 24, experienced, sober, intelligent. Strong on ad-lib shows. Work controls. Prefer nothern Illinois. Box 367, BROADCASTING.

Announcer - program director. News, play-by-play all sports, MC, dialect. 6 years of local and network experience, top references. Reliable veteran seeking permanent position. Write Box 369, BROADCASTING.

Announcer experienced in commercials, news, sports and disc shows. Graduate of leading announcers school in Radio City, N. Y. Write or wire Bill Hammond 202 Cambridge Ave., Jersey City, N. J.

Experienced announcer formerly with Mutual affiliate. Available now. All types shows. A. E. Hall, 1147 2nd Ave. Chula Vista, Calif.

Announcer, college background wants experience. Graduate School of Radio Technique, Radio City. Capable of doing all phases of announcing. Will travel. Address Harry Emden, East Aurora New York, Erie County.

New England stations—two announcers. Work fine as team. Experienced in newscasting, commercials, disc shows. Desire chance to show ability. Box 364, BROADCASTING.

Announcer, experience plus personality. Married veteran, now employed. Disc, photo. Box 372, BROADCASTING, 360 N. Michigan, Chicago.

Experienced announcer. Golden personality. Available September 1. Minimum $50. Disc, photo. Box 393, BROADCASTING, 360 N. Michigan, Chicago.

Versatile, top quality voice. College educated. Graduate of 1948 NBC-Northwestern Radio Institute. Former chief announcer in large Ohio city. Experienced disc jockey, commercial, news, audience participation. Best references. Box 390, BROADCASTING, 360 N. Michigan, Chicago.

Announcer. 20. Single. Two years experience. Music, sports, news. Knowledge television production. Prefer east. Disc on request. Write James Morske 416 Stanhope Street, Brooklyn 27, New York.

Announcer. Vet, experienced 6 months. Available immediately. Ambitious. Good personality. Will travel. Disc, photo available. Box 389, BROADCASTING.

Two years behind the mike as newscaster and staff announcer. Voice character, selling ability, references—all excellent. College graduate, 26, married. Desires to make your city my permanent home. Box 386, BROADCASTING.

Staff announcer-operator, 24, single. Thoroughly trained. Army, commercial experience. Box 412, BROADCASTING.

Situations Wanted (Cont'd)

Topflight announcer. 6 years experience well rounded knowledge of production asset to any staff. Wishes to settle in pleasant situation offering future commensurate with abilities. Disc, photo available. Box 383, BROADCASTING.

Announcer — Two years experience. Presently employed as sports director and staff announcer. Play-by-play several sports, though primarily staff man. Single, veteran, 23. Box 382, BROADCASTING.

Announcer. Dependable staff man, 6 years all phases including board operation. Top references. Box 378, BROADCASTING.

More responsibility and money wanted by young newscaster now heading shift at top news station. Wants newscasting or news director job, midwest or west. Fully qualified all news services, local and regional coverage. Reporter-writer-reader, journalism grad, married. Box 359, BROADCASTING.

Sportscaster, experienced, play-by-play football, basketball, baseball. Also newscasting, special events. Bob Wilson, 1470 Warner Ave., Chicago 13, Ill.

A little knowledge is a dangerous thing, therefore not satisfied to remain in danger, this announcer desires to further his experience in radio. Competent in handling all types of commercials, news, platter shows, some knowledge of controls. Thoroughly conversant in sports. Very reliable and conscientious. No drinker, no floater. Graduate leading announcers school, Radio City, N. Y. Wishes connection offering real opportunity. Box 400, BROADCASTING.

Announcer—Experienced, capable handling comedy disc shows. Write continuity. Photographs and disc upon request. Box 399, BROADCASTING.

Mature young announcer, sincere, 2½ years experience, competent on board seeks congenial 250 to 1000 watter within 250 mile radius of New York. Box 398, BROADCASTING.

Announcer, three years experience all phases. Emphasis on programming production. Presently employed. Box 408, BROADCASTING.

Technical

Building or refurnishing? 15 years experience yours for writing Box 292, BROADCASTING. Available now.

Need chief engineer? Can take complete charge installation of equipment and operation of your engineering department. Thoroughly experienced every phase of broadcasting. Excellent references to interested parties. Box 322, BROADCASTING.

Operator holding first phone desires employment in east. Presently employed at 5 kw station. Knowledge of FM and television. Box 326, BROADCASTING.

Broadcast engineer—17 years all phases of radio. Very familiar with directionals and installation. References. Box 413, BROADCASTING.

First class operator-announcer play-by-play baseball experience. Larry Brunes. 815 Union St., The Dalles, Oregon.

When are you going to act on that idea of yours and apply for a construction permit for the station you want. We have converted 21 clients ideas into completed stations. We can do the same for you with no worry, fuss or bother. There is no substitute for experience. L. W. Andrews, Inc., Whittaker Bldg., Davenport, Iowa.

Chief engineer, 5000 watt directional-ized station, looking for permanent position any station that is progressive. College man and Navy veteran, single with 13 years radio experience. Have done new construction, both AM and FM. Would appreciate management that believes in keeping equipment in first class condition. Box 376 BROADCASTING.

Engineer, single, specialization transmitter installation operation, maintenance. Broadcast experience includes network nemos and control room. Also Navy electronics and amateur experience. Excellent references. Two weeks notice. Box 380, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, first phone, fourteen months experience, interested in acquiring permanent position; will consider any offer. Box 379, BROADCASTING.

Graduate engineer, 12 years experience, 7 as chief of a metropolitan station, 35, married, desires connection with station holding a TV grant. Box 388, BROADCASTING.

Engineer—First phone, first telegraph, 5 years marine operator, some experience studio and transmitter. Desires broadcasting. Box 394, BROADCASTING.

Engineer, transmitter or studio, graduate RCA Institutes, Signal Corps five years, amateur nine years, first phone, married, 27, prefer south. George M. Fitzgerald, Jr., 1719 Glenview Ave., Memphis, Tennessee.

Present chief 1 kw, desires change to 1 kw or 5 kw. Prefer midwest. Married. Have car. Require $75. Also interested in station opening this year. Box 371, BROADCASTING.

Production-Programming, others

Program director. Presently assistant P.D. midwest's largest independent station. Box 203, BROADCASTING.

Continuity writer. Bright gal, 24, with experience, imagination, versatility; "a real worker!" Seek opportunity with active metropolitan station. Now in east—want to make your city my home. Box 255, BROADCASTING.

Program director or chief announcer for metropolitan affiliate, experienced, married, sober, now employed executive capacity. Box 294, BROADCASTING.

Program director-sportscaster. Familiar with all phases of announcing, production and sports play-by-play. Presently employed, but seeking better opportunity. Five years in radio. Box 324, BROADCASTING.

Alaska or Hawaii! It makes no difference, I'm young, free and willing to work. References will recommend my copy and women's programs. Picture available. Box 360, BROADCASTING.

Attention, Managers, independent stations: You may find it tough out-Hooperating big net shows, but you can build and hold a tremendous, loyal audience by utilizing one phase of programming: comprehensive coverage of local news. Writer offers thorough experience in gathering, editing, airing local events plus national developments. Top voice; excellent documentary writer, producer. Currently program director in four-station city, but wish to return to news and special events. Minimum $150 weekly plus talent. Box 361, BROADCASTING.

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL OF RADIO
8800 Wilshire Blvd.
Appvd. for veterans
Beverly Hills, California
Bradshaw 21490

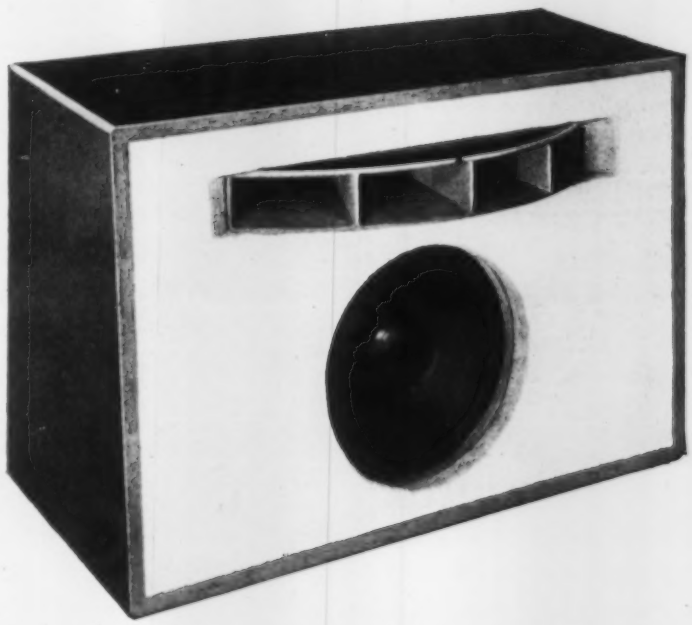
NOTE: Station Managers and Program Directors from coast to coast are **satisfied with personnel we furnish.**

Program director. 7 years radio experience. Presently employed metropolitan station. Age 26. Family man. Prefer Ohio and vicinity. Box 410, BROADCASTING.

Program director, five years station and network operations in announcing, copy, promotion, sales service and administration. 30, single, college graduate. Available immediately. Box 404, BROADCASTING, 360 N. Michigan, Chicago.

Vocational guidance—Occupational information series; dramatically palatable, educational, half-hour weekly broadcasts written by professional vocational counselor, member of National Guidance Association and Authors' League of America. Box 357, BROADCASTING.

Immediate Delivery!



...on 757A LOUDSPEAKERS for superlative reproduction!

Finest quality, high efficiency, 30-watt power capacity, frequency response from 60 to 15,000 cycles—that's the *unequaled combination* of features you get in the Western Electric 757A. It's ideal for use throughout your studios and transmitter building.

For immediate delivery, order today from your local Graybar Representative or write Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.

Western Electric
— QUALITY COUNTS —

Distributed by Graybar — OFFICES IN 100 PRINCIPAL CITIES

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Co., Ltd.

Situations Wanted (Cont'd)

College man, 28, good appearance, capable writer, experienced sales promotionalist, wants break in at small station with some announcing. Anywhere. Bob Taylor, 1984 Noble Ave., Bridgeport, Conn.

Program director - announcer. Three years small market. Metropolitan station experience. Seeks future with progressive station. Box 409, BROADCASTING.

Desire position in program or production department live progressive station. Age 26. Two years experience all phases operation of 5000 watt regional. Graduate NBC-Northwestern 1948 Radio Institute. Box 392, BROADCASTING, 360 N. Michigan, Chicago.

Program director - announcer. Good voice, fully experienced. Presently employed 5000 watt network affiliate. Box 395, BROADCASTING.

Continuity writer, single, vet, exp. all lengths commercials (jingles), special events, dramatics, documentaries—presently employed FM station, prefer near east, available immediately. Box 414, BROADCASTING.

Schools

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

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Need Trained Personnel?

BROADCASTERS!

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Want to be a broadcaster?

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City.....State.....

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NEXT CLASSES BEGIN SEPT. 20th
COURSES (GI APPROVED): PROGRAM PRODUCTION - ANNOUNCING - WRITING - ACTING - CAMERA OPERATION
COMPLETE TV STUDIO EQUIP. - TV EXPERIENCED STAFF
ACT NOW - WRITE FOR ENTRANCE REQUIREMENTS

TWIN CITY TELEVISION LAB
NATION'S FOREMOST TV PRODUCTION TRAINING CENTER
(Affil. with Beck School for Radio)
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Schools (Cont'd)

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America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

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NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
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HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

For Sale

For Sale—30 to 50% interest in FM station with strong network possibility; television relay potentiality. Unusual situation and opportunity in prosperous area. Box 368, BROADCASTING.

250 watt type 250-E RCA transmitter including large number of repair parts. Total price $1000. McClung Broadcasting Stations, Merced, California.

180 foot self-supporting tower in good condition. complete with lighting equipment. Ready for delivery. Reasonable price. WMLT, Dublin, Georgia.

WEAW
NOW 36,000 WATTS

General Electric 250 watt FM transmitter and 4 bay antenna available immediately. Excellent condition. Presently tuned to 96.7 megacycles, easily changed to other frequency. Over 660 watts E.R.P. Best offer takes together or separately.

Ed Wheeler, WEAW,
Evanston, Illinois.

For sale—189-ft. Truscon self-supporting tower, complete with lights and insulators. Recently painted; in excellent condition. Price $2 000. Call or write WLBJ, Bowling Green, Kentucky—1340.

Western Electric 304A 1 kw transmitter complete with two sets of tubes. In good operating condition. A real buy. Can be seen KROP, Brawley, California. Contact KROP direct or your nearest Collins representative. Collins Radio Company, Cedar Rapids, Iowa; 458 S. Spring Street, Los Angeles, California; 11 West 42nd Street, New York, New York; Lakewood Professional Building, 2000 Kidwell Street, Dallas, Texas or Dogwood Road, Fountain City (Knoxville), Tennessee.

For sale two Par Metal G-3024 cabinets. Overall size 32 by 76 inches, double doors, screen ventilation louvres, black crackle finish, panel dimensions 30 by 70 inches. These panels brand new, never used, in original crates. $125.00 each, F.O.B. Waterbury, Vermont. WDEV.

For Sale—RCA 308-B field intensity meter complete. Recently calibrated at factory. WWNC, Asheville, N. C.

For sale—Hammond novachord, excellent condition, very little used, walnut finish, address inquiries to WREN, Topeka, Kansas.

For sale—5000 watt RCA type 5-C transmitter, complete except tubes. Two 200' Milliken self-supporting, base insulated towers, designed for "T" type antenna. Both items available inspection. Removal to be made by purchaser. Make offer WREN Broadcasting Company, Inc., Topeka, Kansas.

For Sale (Cont'd)

For sale—Minority interest in a going 1000 watt daytime station in western Pennsylvania. Buyer must be experienced radio man and assume active management. A real opportunity in a fine community. Address Box 374, BROADCASTING.

For sale. General Electric model 51 wire recorder and 6 volt inverter for portable operation. Single mike input ½ hour playing time. Excellent condition. Will sell for 30% original cost or $200. Doyle Osman, KXO, El Centro, Calif.

Wanted to Buy

Want used 3 kw FM transmitter and monitor. Can use 250 w if can add 3 kw amplifier. KIMO, Independence, Missouri.

Wanted—Used or new console, two turntables and two pickups suitable for remote studio use. WBBO, Forrest City, N. C.

Experienced manager interested in buying station with good potential general vicinity Washington, D. C. Box 406. BROADCASTING.

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
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Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
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We are purchasing and selling towers, transmitters, consoles, turntables and all station equipment. What can we buy from or sell to you? Towers Services, Incorporated, Davenport, Iowa.

"RANGEFINDER" TOWERS
AM — FM — TV
NOW AVAILABLE FOR IMMEDIATE DELIVERY
All services—painting—erection dismantling—ground systems
ALEXANDER STACK & TOWER
323 E. River Blvd. Marion, Ind.

LATE CLASSIFIEDS

Help Wanted

Salesmen

Salesmen for new radio and television program. Liberal commission. Syndicate Advertising Co., Box 5606, Indianapolis 19.

Announcers

One of the nation's most successful independents needs good announcer. Must be all-round man. Send audition, photo, references. Salary $90 per week. Box 415, BROADCASTING.

Late Classifieds (Cont'd)

Announcer with real quality, experience and background. Good future with pay scale approximately $85 to $95 per week. Letter required with reference and photo. Audition transcription. Reply Box 416, BROADCASTING.

Newscaster wanted by 50,000 watt southern station. Applicants must be capable and experienced in rewriting wire service, local and regional news as well as have ability to become news director. Good voice and authoritative delivery are most important. Send audition disc and letter covering complete background to P. O. Box 13[illegible] Shreveport, Louisiana. No letters considered without disc.

Best paying combo job in west Texas open to right man. Need announcer with first class ticket for daytime independent, 250 watts on 800 kc. $57.[illegible] for 40 hour week with overtime opportunity. Airmail photo, disc and references to K-triple-D, Dumas, Texas.

Technical

Engineer—First class ticket. Immediate opening. 1000 watt network affiliate North Carolina resort town. State all pertinent details including minimum salary and picture in first letter. Box 420, BROADCASTING.

Engineer—If you hold a radiotelephone first class license; have a minimum of three years broadcast experience would like to earn 65 to 85 dollars per week; are dependable, honest, have a reasonable personality, and like to live in a midwest city of a half million, you may be the man we need. 1 kw station. Give complete details and interview possibility. Box 419, BROADCASTING.

Production-Programming, others

News man—Experienced in gathering, writing and editing radio news needed, half-time, to help teach radio news in accredited journalism school. Start Sept. 15 to Oct. 1. Chance for graduate work. Good start for teaching career. Write Box 417, BROADCASTING.

Situations Wanted

Managerial

Commercial manager: Thoroughly experienced with an outstanding record on both network and independent stations. Excellent character, middle age, best of references. Write Box 4[illegible] BROADCASTING.

Program director: Well-grounded radio man with five years experience as chief announcer and production director wants job as program director with progressive station. Have the know how to pay off and build Hooper ratings. Box 422, BROADCASTING.

Announcers

Attention, Florida — Announcer - copywriter 8 years. Permanent residence. Excellent background. Available immediately. Box 421, BROADCASTING.

SOUTHWEST SINGLE STATION MARKET OPPORTUNITY

- Profitable—showing a very good return on the purchase price.
- Fulltime—Network affiliate.
- Market—Located in a rich, growing smaller southwest city.
- Physical assets—Excellent—include land and buildings.
- Price—$50,000.00. Favorable financing arranged.

BLACKBURN-HAMILTON COMPANY, INC.
RADIO STATION BROKERS

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Avenue
NAtional 7405

DALLAS
Clarence E. Wilson and Philip D. Jackson
Tower Petroleum Bldg.
Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery Street
Exbrook 2-5672

Production

LAWRENCE MENKIN, former script writer for Frederic W. Ziv Co., New York, has been appointed program director of WVNJ Newark, new 5-kw station to go on the air in September. Mr Menkin was previously with NBC, CBS, WLW Cincinnati, Warner Brothers and Office of War Information.

KENNETH HIGGINS, KFI Los Angeles writer-producer, has been made television director of KFI-TV. Mr. Higgins joined KFI in 1940 as announcer, and was made writer-producer in 1946 after return from Navy. He has been succeeded as station writer-producer by **LES BARRY,** former WBEN Buffalo announcer-producer.

MARY ANN KELLY, former assistant to sales manager of WLWT Cincinnati, has been named assistant to program director of that station.

SEYMOUR C. ANDREWS has been appointed program director of WBAP-TV Fort Worth, Tex. first television station, to begin about Sept. 29. With varied West Coast radio and television experience, Mr. Andrews most recently was a principal in Andrews - Johnson & Assoc., Hollywood agency. He was formerly a director of radio for McCallister & Assoc., producing network programs. He also worked in motion picture production at Universal International Studios.

Mr. Andrews

DAN RUSSELL has been named program director of KFMV Los Angeles. Mr Russell formerly did foreign publicity and advertising for Sam Goldwyn, Hollywood. Before that he was producer for ABC New York; was chief of production and continuity for International Div. of CBS New York, and prior to that was NBC New York announcer.

AL BELL, m.c. of "Iowa Barn Dance Frolic" on WHO Des Moines, has resigned to devote full time to organize and construct a new station, KASI Ames, Iowa. In addition to his position as secretary of Ames Broadcasting Corp., Mr. Bell also will serve as program director for the new station.

HOWARD E. MACKEY, formerly with WELL Battle Creek, Mich., and KFRU Columbia, Mo., has joined announcing staff of WKRS Waukegan, Ill.

WILLIAM HYVONEN, formerly with MBM Adv., Minot, N. D., has been named continuity head and promotion manager of KNOX Grand Forks, N. D. **CHARLES GUSTAFSON,** also formerly with MBM Adv., has joined KNOX as program director.

ROBERT (Doc) LIVINGSTON has joined KFI-TV Los Angeles, as director of remote programming. He was formerly freelance director and producer in television and radio.

MIKE FRANKOVICH, moderator for MBS "Leave It To The Girls," is on five weeks business trip to Rome, Italy.

WENDELL WILLIAMS, former program director with NBC San Francisco and Hollywood, has joined KAGH Pasadena, in similar capacity. **CHAP ROLLINS,** former traffic manager with KYOR San Diego, has been named KAGH musical director.

ALBERT DeBARR, graduate of U. of Illinois School of Journalism, has joined announcing staff of WVLT Olney, Ill.

POLLY SHANNON BANGE T, formerly with continuity staff of **KMOX** St. Louis, has been named director of continuity for KSTL St. Louis.

FRED C. BECKWITH, former continuity director at KCRA Sacramento, Calif., has been named production manager at KULA Honolulu.

HAL SHORE, former program director of WLOG (FM) Logan, W. Va., has joined staff of WAND Canton, Ohio, as disc jockey and announcer.

RALPH HENRY, chief announcer of KVER Albuquerque. N. M., and formerly with WBLK Clarksburg, W. Va., has been appointed program director of KVER.

BUD LILLY has resigned from NBC Hollywood press department to become assistant producer at KFI-TV Los Angeles. **CHAN HADLOCK** succeeds him at NBC.

JAMES ALT, former freelance announcer, has joined announcing staff of KXOK and KXOK-FM St. Louis.

HOWARD L. CORDERY, formerly with NBC Television as a producer-director, has joined ABC Television as a producer.

BOB FRANKLIN has joined announcing staff of KSEK Pittsburg, Kan.

JAMES L. CADDIGAN, director of DuMont programming and production, and **ANEITA CLERY,** former manager of NBC promotion and production department, have announced their marriage.

BILL SIMON, staff pianist and organist of KVOO Tulsa, will soon have Christmas anthems and children's teaching piece, which he has composed, published by Shattinger Publishing Co., St. Louis.

ALAN BLACK, formerly with WJPA Washington, Pa., has joined announcing staff of WPIT Pittsburgh.

ROBERT SAVAGE, chief of the continuity department at ABC's Central Division, is the father of a girl, Bridget, born Aug. 1.

FRED DIEHL and **STAN ARMSTRONG,** former announcers at CKUA Edmonton, have joined announcing staff of CBX Edmonton.

DUKE TURNER, announcer at KPMO Pomona, Calif., is the father of a boy, Stephen Price.

WILBUR MORRISON and **JIM VAN SICKLE,** announcers of WRUN Utica, N. Y., have returned to their home studios after pinch hitting on WXKS Albany, when it went on air with round clock schedule.

JACK McCOY, CBS Hollywood announcer, is the father of a boy, Jack Erwin Jr.

KEN HOOKER, former program director of KTYL Mesa, Ariz., has joined staff of KSET El Paso, Tex., as announcer.

ROBERT TYROL, m.c. with WTIC Hartford, Conn., is the father of a girl.

CHERYL STOKES, formerly with R. H. Alber Agency, Los Angeles, has joined staff of KLIX Twin Falls, Idaho.

MURRAY MacKENZIE, of production staff of CBL Toronto, is the father of a girl.

WEDDING BELLS rang for Bill Cullen, m.c. of CBS' "Winner Take All" and "Hit the Jackpot," and Carol Ames, singer on the network's "Sing Along." They were married at Christ Church, New York, July 30.

KFI'S RYAN ANSWERS WALLACE COMPLAINT

REFUSING time to Henry Wallace and the Independent Progressive Party does not constitute discrimination, William B. Ryan, general manager of KFI Los Angeles, pointed out last week.

He explained that the station refused time to all parties when they sought to answer President Truman's message to Congress. "We did not carry Wallace's, Taft's and Halleck's speeches for the reason that the President's talk was an official message to Congress in his capacity as President, and in such case we do not provide time to opponents to answer him," Mr. Ryan concluded. Further, he emphasized this had been station policy of long standing "both in election and other years."

Reiteration of the station's position followed reported complaint by the Wallace party to the FCC that station had neglected its responsibilities in public interest.

Hon. James J. Neale
Dancer-Fitzgerald-Sample
Chicago, Ill.

Dear J. J.:

Grandpa come t' town fer his second visit in four years, said he wuz fixin' t'move further into th' hills cause the way things wuz goin', he expected t' be engulfed in th' middle of a buildin' boom at any time. . . He wuzn't startled t'know that 90 million dollars is bein' spent in construction in Charleston, West Virginia. Course, some people like Grandpa will try t' escape the fact that Charleston is growin' like leaps . . . then there are others who'll take advantage of it by usin' WCHS, which has 5000 watts at 580--plus CBS. Yrs.
Algy.

WCHS
Charleston W. Va.

TALK to the SOUTH'S EAR ZONE through WDSU

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored *New Orleans institutions* WDSU has developed a high quality of integrity. WDSU devotes *program time regularly* and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS WDSU ABC Affiliate
1280 kc 5000 Watts
JOHN BLAIR AND COMPANY
Representative

1 GETS YOU FOUR ON WBNX

It takes four—the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Promotion

UTILIZING commercial slogan of Gillette Safety Razor Co., WISL Shamokin, Pa., has issued promotion piece highlighted by attached Gillette razor blade. Prepared on WISL letterhead, promotion is in form of letter from Charles R. Petrie, WISL general manager. Under razor blade, which is attached to top of sheet, is written: "Look Sharp! Yes, look sharp at that advertising budget. Spend your dollars on clean-cut RADIO advertising that delivers lowest-cost-per-customer return." Similar copy appears under headings, "Feel Sharp" and "Be Sharp." Letter concludes with: "We're writing just gillette you know what radio can do for you."

"B & G" Monthly

PLANS for national monthly magazine built around ABC "Bride & Groom" program will result in first issue in October, according to program's packagers, John Masterson, John Reddy and John Nelson. Published by Farrell Publishing Corp., New York, editorial slant will be aimed at young housewives and approximately one sixth of its content will be directly concerned with program itself, according to Mr. Masterson who conceived idea for program magazine as well as "Tom Breneman Magazine."

WTNS Presentation

FULL-SIZE presentation brochure is now being presented to each prospective client by WTNS Coshocton, Ohio. Material contained includes station coverage, format of proposed program and samples of copy to be used.

WCSI Greeting Card

SPECIAL greeting brochures have been prepared by WCSI (FM) Columbus, Ind., to send to its clients who have renewed contracts with the station. Every client that has been with station past year, and renews his contract, is sent form letter from management of station, along with WCSI greeting card. Station has set up new discount rates granted only to charter subscribers who renew contracts.

Money-Saving Cook Book

COOK BOOK containing "Money Saving Main Dishes" has been offered to listeners by Bill Leonard on his "This Is New York" program over WCBS New York. Mr. Leonard told listening audience about the cook book obtainable free by writing to him. Station reports that within a week, 6,000 housewives had sent in requests. Book consists of 48 pages and gives various main dishes and what is tasty to serve with them.

Home Weather Station Charts

PLANS for building home weather station are being offered by Lowell Institute Cooperative Broadcasting Council, Boston, on its "Our Weather" course over WBZ Boston. Different set will be offered each week to listeners for six weeks. Charts explain simple methods of constructing thermometer shelter, hygrometers, weather vanes and wind speed instruments, rain gauge, cloud measurement device and suggestions for proper use of barometer. Institute believes listeners may become amateur weather forecasters by taking advantage of these charts.

Benrus Cards

GIANT postcards, measuring 11 by 6½ inches, are being used by Benrus Watch Co., New York, to announce such things as additional schedule of radio and television spots in certain city; installation of giant clock over scoreboard in major league ball park, or new promotional tie-up. Cards are mailed to jewelers in the marketing area concerned.

Introducing L & G

FIRST in series of promotion folders has been distributed to the trade by Lewis & Gilman Adv., Philadelphia. Cover of first folder displays bleed picture of two hats hanging on rack. In red print is inscription: "Who Are Lewis & Gilman?" Inside pages answer questions as to organization and service offered by the agency. Back of folder, headed, "These Are Lewis & Gilman," lists some of agency's staff members with brief background sketches. Succeeding folders will be prepared to describe further activities of firm.

WBAL Promotion

PROMOTION folder has been sent to the trade by WBAL Baltimore, Md., carrying caption: "Only One Offers Both." Second fold continues with: "Yes! In Baltimore Only ONE Offers Both!" Inside spread carries white lettering on black background and reads "In Baltimore WBAL and Only WBAL Offers Both!" Bottom of spread identifies "both" as "greatest shows in radio are on WBAL" and "greatest shows in television are on WBAL-TV."

KFWB Billboards

OUTDOOR advertising campaign is being conducted by KFWB Los Angeles to promote its "Hollywood Bandstand" program and sponsors who pay for the six-hour musical show. Five individually painted billboards are utilized with special rotating plan. Each billboard features a different sponsor of "Hollywood Bandstand."

WBAP-TV Day

TWO-COLOR placards reading, "Coming Soon . . . WBAP-TV Day," are being distributed to television set dealers in Fort Worth-Dallas area by WBAP Fort Worth. These reportedly will be followed by placards announcing exact date that WBAP-TV will begin broadcasting, about end of September.

KMOX Popularity

"MID-AMERICA reelects a favorite son. . . ." is title of promotion folder being distributed by KMOX St. Louis. Inside is convention hall drawing with people carrying placards saying "We Want KMOX," "KMOX the Peoples Choice, "Mid-America wants KMOX" and others. Printed matter covers the popularity of KMOX in the 1948 CBS-KMOX Listener Diary . . . a 6 to 1 favorite in the listening area, according to the folder.

WLAW Greetings

JUMBO greeting card was sent to Mark Woods, president of American Broadcasting Co., by staff of WLAW Lawrence, Mass., upon inauguration of WJZ-TV, ABC outlet. "Congratulations to WJZ-TV" appeared across top of card and on right side was WLAW microphone and across bottom in small type was printed: "From the staff of 'The Voice of ABC in Industrial New England'." All members of WLAW staff signed their names across face of the card.

McNeill Pretzels

REAL PRETZELS, 2,000 of them, were sent to friends of Don McNeill, ABC's Fourth Party Presidential candidate, on the eve of his first national political convention last week in New Philadelphia, Ohio. Pretzels labeled with slogans, "Put a New Twist in Government" and "Breakfast Club, the Salt of the Earth," were garnished with a red, white and blue ribbon and a McNeill for President button. Mr. McNeill, toastmaster of the five-a-week show, 8 to 9 a.m. CDT, and his cast broadcast from the convention site Friday.

Bulletin Increases

MONTHLY merchandising bulletin released by WMAQ Chicago to 6,100 retail druggists in station's listening area will jump from two to four pages in the September issue, and will include pictures and merchandising copy on products of NBC-WMAQ clients. Bulletin is published in cooperation with the National Assn. of Retail Druggists and Illinois Pharmaceutical Assn.

WBT Team

TWO-COLOR folder announcing that "With three big hits . . . WBT leads the league," is being distributed by WBT Charlotte, N. C. Inside shows drawings of the three lead-off men heard on WBT in baseball uniforms with microphones for bats. The three are Grady Cole (5:00 to 9:00 a.m.), Kurt Webster (9:00 to 10:30 a.m.) and Arthur Godfrey (10:30 to 11:30 a.m.). Strength of the team and advantage of advertising with the first two are expounded in the text.

Corn Growing Contest

ANNOUNCEMENT of a corn growing contest and the formation of a "100 Bushel Club" has been announced by WKY Oklahoma City. Edd Lemons, WKY farm director, in announcing the contest said, "The Oklahoma farmer who has the highest yield of corn will receive title 'Champion Corn Grower of the State of Oklahoma' and will be awarded plaque appropriately engraved." All growers who enter contest and produce over 100 bushels of corn per acre will receive certificate from WKY stating their yield and acknowledging their membership in "100 Bushel Club."

Golden Jubilee Celebration

HIGHLIGHT of Golden Jubilee celebration of Gulfport, Miss., was reception and entertainment of two couples whose golden wedding anniversary fell on same day as city's charter. Search for the two couples was made through nationwide press and radio campaign, including announcement over ABC's "Bride and Groom" program. Couples, who were center of week's festivities, were interviewed over ABC's affiliate in Gulfport, WGCM, giving interesting stories of their lives and discussing events of Jubilee week.

Promotion Personnel

EMIL J. ROHNER, of NBC research department, has been appointed research assistant, replacing **CHARLES C. SQUIRES**, who has resigned to join Fletcher D. Richards Adv., New York.

MELVIN S. STAHLMAN has joined WBAP Fort Worth as publicity assistant to **JACK ROGERS**, director of public relations, promotion and merchandising.

GRATTAN P. McGROARTY, formerly with United Press for seven years, has joined NBC press department as assistant copy editor. **MICHAEL H. DANN** has joined department as staff writer.

GEORGE MAMAS has joined WHKK Akron, Ohio, as promotion manager.

WILLIAM D. CONNOLLY has joined NBC's Central Division as assistant in the advertising and promotion department.

RAY GORDON, promotion manager of KTRE Lufkin, Tex., and **LYNN McCLAIN**, woman's editor of KTRE, have announced plans to marry in September.

A 28-PAGE illustrated booklet, "Let's Take a Look at Television," has been prepared by Stromberg-Carlson Co., Rochester, N. Y., as a dealer handout. Video operations behind scenes are explained in laymen's terms.

Phenomenal Value!

17 JEWEL • 2 PUSH BUTTON CHRONOGRAPH 29.75 Plus 10% Tax

• WRIST WATCH • TELEMETER
• STOP WATCH • TACHOMETER

INCABLOC SHOCK RESISTANT FEATURE
• Sweep second hand • Radium Dial
• Anti-Magnetic • Unbreakable crystal
• Stainless steel back (formerly $71.50)
IDEAL FOR • Physicians • Engineers • Radio men • Sportsmen • Photographers • Aviators

ALSO AVAILABLE IN 18-K GOLD CASE $64.50 (Plus 10% tax) FORMERLY $125

MONEY BACK IN 10 DAYS if not satisfied for any reason

ADLEW JEWELERS Dept.
117 W. 42d St., N. Y. 18

MAIL ORDERS PROMPTLY FILLED. Shipped C.O.D. or send check or money-order. Address all mail-orders to ADLEW JEWELERS (Dept. R) 152 W. 42d St., N. Y. 18

Milwaukee Agency Me Agree on TV's Potenc

"ADVERTISERS can't afford overlook television," 25 Milwauke advertising agency executive agreed at a TV discussion sessio conducted by WTMJ-TV, the *Milwaukee Journal* video station, its Radio City studios.

Results of a recent TV survey Milwaukee, showing high sponso identification figures among s owners and an average night audience of 40,000, were studie by the agency executives. The agreed that "the costs are low view of the medium's effectiveness.

A demonstration by WTMJ-T officials showed a variety of com mercials, ranging from high co national to low cost local spots.

* * *

ANIMATED CARD for a video commercia is explained by Bill Tulloch, member WTMJ-TV Milwaukee sales staff, Charles McLaughlin (l) and Joel Kurs of Scott-Tender, Milwaukee agenc

UP-Fox Video Newsree Shown for Dist. 2 Grou

FIRST PUBLIC showing of th United Press-20th Century Fo Television newsreel [BROADCAST ING, July 19] was viewed Aug. by delegates attending the NA District 2 convention at the Hot Sheraton, Rochester, N. Y.

The newsreel, which is compose of Fox Movietone News clips sup plemented by UP wire news an stills from a basic film librar was shown as a movie run off on 16-mm projector. Leroy Kelle UP general sales manager, wh presided at the demonstration, sa that cost figures for the servic will be announced shortly.

Kent Story in 'Look'

ATWATER KENT, retired radi manufacturer and now big tim Hollywood party giver, is the sub ject of the Picture Personality fea ture in the Aug. 17 issue *Look*. Described as "the most pub licized party giver in the town history," the article states that M Kent spends $50,000 a year entertainment "to make peop happy." Numerous pictures fro his recent parties are include showing Mr. Kent with his guest The story points out that Mr. Ken also gives parties for worthy o ganizations, at which he pays a expenses, and is now helping di abled veterans and young singer Mr. Kent was host at one of th parties given for NAB member in Los Angeles [BROADCASTIN May 24].

FCC Actions

(Continued from page 82)

Applications Cont.:

KSVP Artesia, N. M.—Volunary assignment of license from Intermountain Bestg. Co. to Artesia Bestg. Co.

Stock Transfer

KVMV Twin Falls, Ida.—Consent to transfer of stock in licensee corporation to Franklin V. and Velma A. Cox.

August 11 Applications . . .

Modification of CP

WSAR Fall River, Mass.—Mod. CP increase power etc. for extension of completion date.

WPTR Albany, N. Y.—Mod. CP new standard station for extension of completion date.

WOC-FM Davenport, Iowa—Mod. CP new FM station for extension of completion date.

License Renewal

KRNT Des Moines—License renewal AM station.

License for CP

KPAN Herford, Tex.—License to cover CP new standard station.

Assignment of License

KVOW Littlefield, Tex.—Consent to assignment of license to Southwestern Bestrs., partnership comprised of J. C. Rothwell and J. B. McShan.

Transfer of Control

KKIN Visalia, Calif.—Consent to transfer of 51% of stock owned by D. O. Kinnie in licensee corporation to Lyman Treaster and Albert F. Blain.

August 12 Applications . . .

License for CP

KGA Spokane, Wash.—License to cover CP increase power, etc.

WHOC Philadelphia, Miss.—License to cover CP new standard station.

WLIN Merrill, Wis.—Same.

Modification of License

KGIW Alamosa, Colo.—Mod. license to change hours from specified hours to unl. on 1450 kc.

Modification of CP

WLOW Norfolk, Va.—Mod. CP change frequency from 1590 to 1410 kc.

WABX Harrisburg Pa.—Mod. CP new FM station for extension of completion date.

KROS-FM Clinton, Iowa—Same.
WCFR Fall River, Mass.—Same.
WQAN-FM Scranton, Pa.—Same.
WIOD-FM Miami, Fla.—Same.
KGO-FM San Francisco—Same.
WAGC-FM Chattanooga, Tenn.—Same.

KYW-FM Philadelphia—Mod. CP changes in FM station for extension of completion date.

Transfer of Control

WMAN WMAN-FM Mansfield, Ohio—Consent to transfer of control of AM licensee WMAN and permittee for WMAN-FM to Ruth Rubin, executrix of estate of Monroe F. Rubin, deceased.

License Renewal

Applications for renewal of FM broadcast license filed by: KAGH-FM Pasadena, Calif.; WFAS-FM White Plains, N. Y.; WIBY-FM Utica, N. Y.

AM—1280 kc

WNAM Neenah, Wis.—CP change hours from D to unl. and install DA-N on 1280 kc.

FM—96.7 mc

WSTC-FM Stamford, Conn. — CP change ERP from 500 w to 0.65 kw and decrease ant. height above average terrain to 305 ft.

FM—102.5 mc

WCTW New Castle, Ind.—CP change. class station from Class A to Class B; specify frequency as 102.5 mc, ERP 4.005 kw and ant. height above average terrain as 250 ft.

Discuss TV Site

SURVEY of possible television studio sites was made in Hollywood fortnight ago by Charles E. Rynd, ABC vice president, in consultation with Don Searle, network's Western vice president. Although several sites are being considered, it was pointed out that all decisions will be made in New York following Mr. Rynd's return.

FACED with two remotes within half an hour, plus the added problem of heavy Sunday traffic between two beaches, staff members of WANN Annapolis, Md., went from one to the other by boat. The trip was made by (l to r) Henry Marcus, Art Orzvath, Tom Carr and Bruce Harris. Both remotes went off on schedule, the station reports.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO AUG. 12

Class	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM STATIONS	1,748			598	319
FM STATIONS	192	746 [1]	101 [3]	85	40
TV STATIONS	7	111 [2]		301	185

[1] 402 are on air. [2] 24 are on air. [3] 23 are on air.

TV APPLICATIONS

Louisville, Ky.—Mid-America Broadcasting Corp., Channel 13 (210-216 mc), 27.6 kw visual, 13.8 kw aural, antenna 500 ft. Estimated cost $292,315, first year operating cost $100,000, revenue $60,000. Applicant is permittee of WKLO Louisville.

St. Louis—Twentieth Century-Fox of St. Louis Inc., Channel 9 (186-192 mc), 36 kw visual, 22.5 kw aural, antenna 586 ft. Estimated cost $845,000, first year operating cost $750,000, revenue $325,000. Applicant is owned 50% by Twentieth Century-Fox Film Corp., and 50% by National Theatres Corp., wholly owned subsidiary which operates some 587 theatres in U. S. and 147 theatres in Australia. Filed Aug. 10.

Salt Lake City—Granite District Radio Broadcasting Co., Channel 9 (186-192 mc), 2610.3 w visual, 1305.15 w aural, antenna 10.7 ft. above average terrain. Estimated cost $115,072, first year operating cost $38,000, revenue $20,000. Applicant is licensee KNAK Salt Lake City.

San Diego, Calif.—Charles E. Salik, Channel 6 (82-88 mc), 19.8 kw visual, 9.9 kw aural, antenna 500 ft. Estimated cost $309,125, first year cost of operation $120,000, revenue unknown. Applicant has application pending at FCC for approval of his purchase of KSDJ San Diego from McKinnon Publications for $272,000 [BROADCASTING, July 12]. Publishing firm's pending video application is to be dropped. Mr. Salik, released from active duty with the Army in June as first lieutenant, one time had been on staff of WOAI San Antonio. Money to buy KSDJ and for TV outlet will be loaned by father, David Salik, president and sole owner of Eskay Mfg. Co., San Antonio, maker of boys' clothing, who listed his net worth in excess of $1,000,000. Filed Aug. 12.

STANDARD APPLICATIONS

Georgetown, S. C.—Dr. John T. and Helen M. Assey and Harmon L. Duncan, 1400 kc, 250 w, unlimited. Dr. Assey is local physician while Mr. Duncan is vice president and general manager of WDUK Durham, N. C. Mr. Duncan with wife owns 1,300 shares of total 5,001 shares in WDUK. Dr. and Mrs. Assey and Mr. Duncan each hold one-third interest in Georgetown partnership. Estimated construction cost is $34,500. Filed Aug. 9.

Jonesville, Mich.—Hico Broadcasters, 1480 kc, 500 w, daytime. Sole owner is Earle Harold Munn, holder of 20% interest in Twin Valley Broadcasting Co., applicant for AM at Coldwater, Mich. Mr. Munn is associate professor of education at Hillsdale College, Hillsdale, Mich., and also is owner of an apartment house. Filed Aug. 6.

New Bedford, Mass.—The Whaling City Broadcasting Corp., 1230 kc, 100 w, unlimited. Principals: Robert Kramer, employe Plymouth Sales Co., distributor detergents, soap flakes etc., president and 27.77% owner; Samuel Kaplan, treasurer and one-third owner Kaplan Furniture Co., treasurer 27.77%; Thomas V. Brennan, 50% owner Plymouth Sales Co., clerk 8.33%; William R. Meyer, accountant and tax consultant, 27.77%; and Sol D. Chain, vice president and general manager WBIB (FM) New Haven, Conn., 8.33%. Filed Aug. 11.

Wahiawa, Oahu, Hawaii — Rural Broadcasting Co. Ltd., 920 kc, 1 kw, unlimited. Principals: Victor Eckland, director of news and special events KULA Honolulu, president-general manager and 4.2% owner; Frank W. Fitch, former technical engineer KGU Honolulu and now civilian radio technician with Army, vice president-chief engineer 17%; Harry En Chu, technical engineer at KGU since 1935, treasurer-assistant engineer 17%; Louis Lee, real estate and business investments, director 8%; N. C. Villanueva, production manager Insular Life Assurance Co., vice president and manager Clothing Center Ltd. and manager Labrador Imports and Exports, Honolulu, director 4%; Chuck Mau, Honolulu attorney, secretary 2%; Joseph Itagaki, manager Kemoc Farm Restaurant, director 2%, and Dr. Timothy Wee, physician, director 2%. There are 34 stockholders in all. Estimated cost is $21,100. Filed Aug. 9.

FM APPLICATIONS

Pryor, Okla.—Lakes Area Broadcasting Co., Class A, Channel 265 (100.9 mc), ERP 0.23 kw, antenna height above average terrain 186.97 ft. Applicant is co-partnership of L. L. Gaffaney, local newspaperman and in rental real estate business, and J. B. Smith, operator of Daily Democrat Job Shop, printing firm. Partnership is also AM applicant there. Filed Aug. 11.

St. Charles, Ill. — Greater Illinois Broadcasting Co., Class A, Channel 292 (106.3 mc), ERP 0.356 kw, antenna height above average terrain 246.5 ft. Corporation has 2,500 shares common stock authorized with 265 shares issued and 935 shares subscribed. Principals in firm include: John A. Schroeder, engineer WMLO Milwaukee, president 191 shares; Gerald F. Kraus, employe of Radio Institute of Chicago, vice president 191 shares; Mason Evans III, assistant manager Baker Memorial Bowling Alleys, secretary 193 shares; Vernon A. Kamin, merchandise manager, Motorola Inc., director 120 shares; W. Scott Lynn, partner Shields & Co., Chicago investment banker, director 120 shares; John Coleman Jr., faculty member, Lake Forest Academy, Lake Forest, Ill., director 120 shares; George R. Haase, vice president-general manager Operadio Mfg. Co., electronics manufacturer, director 120 shares; J. McWilliams Stone, founder and majority owner Operadio Mfg. Co., director 120 shares; William P. Gray, chief engineer WMMB Melbourne, Fla., director 25 shares. Estimated cost is $25,889.60. Filed Aug. 12.

UNITY LOSES APPEAL FOR RECONSIDERATION

FCC has refused Unity Broadcasting Corp. of New York's request for reconsideration of its FM channel assignment, which the permittee company contended, puts it "at a severe competitive disadvantage" from the standpoint of dial position.

Unity, a subsidiary of the International Ladies Garment Workers Union (AFL), was assigned Channel 282 (104.3 mc) in FCC's decision on the New York FM cases [BROADCASTING, April 12], then petitioned for a lower frequency.

Denying the request, FCC said that in May and June 1947 WMCA New York and ABC requested No. 222 and 238, respectively, and that Unity had failed to raise any objection during oral argument. The only other frequencies available, FCC said, are Nos. 274 and 278, which the Commission considered engineeringly "undesirable" for Unity because of the nearness of its transmitter site to that of WFMO(FM) Jersey City, which uses Channel 276.

Coast Guard Anniversary Saluted By Radio Shows

THE U.S. COAST GUARD, on its 158th anniversary, Aug. 4, was saluted by stations throughout the country. According to Capt. S. F. Gray, USCG, chief of the Public Service Division, the response of the industry has been the greatest in the history of the Coast Guard.

Among outstanding network programs honoring the Coast Guard's anniversary were: *Suspense, Chesterfield Supper Club, Stop the Music, Can You Top This?, Mel Torme Show, We the People, Studio One, An Evening With Romberg,* Fred Waring, Horace Heidt and Arthur Godfrey. *David Harding, Counterspy* devoted one entire program to the Coast Guard Aug. 1. Aug. 8, a special, half-hour program originated over Mutual, saluting the service. And the U. S. Army and U. S. Navy Band programs on MBS also added their tributes.

The Coast Guard had two programs on the networks during 1948; *This Is Adventure* on ABC, and *Coast Guard on Parade* on Mutual. There is a current series of transcriptions being aired for recruiting.

At Deadline ...

MBS ANNOUNCES 12 SUNDAY RENEWALS, ONE NEW SERIES

MBS Friday announced 12 Sunday renewals and launching of new series. New program, John B. Kennedy, begins Sept. 12, 1:15-1:30 p.m. Sunday, under sponsorship of Doubleday & Co. Agency is Huber Hoge & Sons.

Renewals of half-hour programs, all effective this fall, are:

"Ernie Lee's Omega Show," H. C. Cole Milling Co., Gardner Agency; "Juvenile Jury," General Foods, Benton & Bowles; "House of Mystery," General Foods, Benton & Bowles; "True Detective Mysteries," Williamson Candy Co., Aubrey, Moore & Wallace; "The Shadow," D. L. & W. Coal Co., Ruthrauff & Ryan.

"Quick as a Flash," Helbros Watches, William H. Weintraub; "Roy Rogers Show," Quaker Oats Co., Sherman & Marquette; "Nick Carter," Cudahy Packing Co., Grant Advertising; "Sherlock Holmes," Trimount Clothing, William H. Weintraub, and "Behind the Front Page," Mutual Benefit Health & Accident Assn. of Omaha, Ruthrauff & Ryan.

The two 15-minute programs renewed were "William Shirer," Piedmont Shirts, William H. Weintraub, and "Jimmy Fidler," Carter Products, Sullivan, Stauffer, Colwell & Bayles.

Closed Circuit

(Continued from page 4)

senting Texas Co., and Milton Berle to appear as m.c. on both advertiser's television and radio shows this fall is about set. Berle has been acting as m.c. on video show on NBC. Radio half-hour show has not been set with any network but negotiations in progress.

HUNT FOODS, Los Angeles, studying fall entry into television with start expected in Eastern markets. Spot announcements likely first through Young & Rubicam, Hollywood.

INSIDE CONSENSUS at RMA-Engineering meeting in New York last week, was high-band television is five to ten years off. Engineers felt present band is stable and will be kept in addition to high band. Also thought use of high-band would require more expensive equipment.

NATIONAL TEA Co., Chicago, planning "storecasts" to entertain its customers with FM recordings and spots. Series expected to take air on WEHS Chicago, FM station of WHFC Cicero, Ill., early in fall when outlet goes commercial.

ALTHOUGH NBC has been signing short term contracts with TV affiliates on nonexclusive basis—but with conditions that some affiliates regard as onerous—network is understood to be reviewing provisions with view towards revision, which presumably would be more equitable and hew closer to standard AM affiliation agreement.

FM ASSN., trade group formed by FM broadcasters and manufacturers to foster development of medium, may undergo reorganization following convention in Chicago next month. Revised structure will be premised upon changes in scope and functions deemed desirable and consistent with "realistic" budget ordered by board several weeks ago. New board will determine magnitude of reorganization.

TINTEX through its agency, Charles M. Storm, New York, discussing possibility of spot campaign in fall.

CP'S FOR COMMERCIAL VIDEO STATIONS GRANTED

CONSTRUCTION PERMITS for new commercial television stations granted Friday by FCC to Jacksonville Broadcasting Corp. (WPDQ) and The Metropolis Co. (WJHP) for Channels 6 (82-88 mc) and 8 (180-188 mc) respectively at Jacksonville, Fla. WCBS-TV New York granted increase in visual power to 13.7 kw on Channel 2 (54-60 mc) while KFI-TV Los Angeles given special temporary authorization to commence operation with facilities specified in CP: Channel 9 (186-192 mc), visual power 31.4 kw, aural 15.7 kw.

M. R. Schacker, Sacramento, Calif., granted petition to dismiss TV application for Channel 6 (82-88 mc).

Jacksonville Broadcasting to use power of 19.4 kw visual and 10 kw aural on Channel 6 with antenna 355 ft. above average terrain. Estimated cost $188,242, first year operating cost $70,000, revenue $40,000. Metropolis Co. on Channel 8 to use 25.1 kw visual, 13.2 kw aural power with antenna 345 ft. Estimated cost $245,870, first year $100,000, revenue unknown. WMBR Jacksonville holds CP for Channel 4 (66-72 mc). Channel 2 (54-60 mc) still open, is sought by City of Jacksonville, licensee WJAX there.

In grant of STA to KFI-TV, for period ending Oct. 6, FCC rules waived to provide operation of not less than six hours per week, which hours are to be spread over three days per week.

Midland Broadcasting Co., KMBC Kansas City licensee, denied petition seeking conditional grant of its TV application pursuant to FCC rule allowing such type grant when service needed in area. Midland told FCC it could be on air in two or three weeks. Six requests pend there for three remaining channels. Commission Friday also denied requests of Television Productions Inc. and Television California, San Francisco TV applicants, asking FCC to set aside its memo opinion of May 13 which severed Don Lee TV request from consolidated hearing and placed it with Don Lee AM-FM renewal proceeding.

WPIX GETS THE JUMP

WPIX New York, *Daily News* TV station, claimed several hours beat on coverage of melodramatic leap of Russian school teacher from third-floor window of Soviet consulate in N. Y. WPIX mobile crew, posted outside consulate to await whatever developed, shot entire sequence from time Mrs. Oksana Stepanovna Kosenkina plunged and landed in courtyard at 4:20 p.m. until she was put into ambulance and rushed to hospital. Station carried about five minutes of strange tableau on regular *Tele Pix Telecast* at 7:30 p.m., repeated it at 11:05. *Daily News* used blowups of WPIX shots in editions later that evening, and WPIX invited other papers to monitor 11:05 show for their own information.

TV COUNCIL APPOINTMENTS

MELVIN L. GOLD, chairman of National Television Film Council, announced additions to Council's working committees: Jose Di Dinato, television station representative for Edward Petry Co., to video committee; Jay A. Maurer, president, J. A. Maurer Inc. and vice president, Society of Motion Picture Engineers, to production committee; Bertrand Keane and Brian Calhoun, members of Keeneleigh & Calhoun, to production committee. Robert W. Wormhoudt, executive vice president, Telecast Films, is membership chairman.

FM ACTIONS INCLUDE REGULA CP'S FOR 4 'CONDITIONALS'

FCC Friday issued regular CP's to four F conditional grantees, reinstated another F CP, replaced one that had expired, a granted modifications of 20 others mostly f changes in power and/or antenna height.

New CP's, all for Class B stations, we to NBC for KOA-FM Denver, Channel 2 (95.7 mc), 43 kw, antenna height 405 fee Hazleton Broadcasting Co. (WAZL-FM Hazleton, Pa., No. 250 (97.9 mc), 8.7 kw, 6 feet; Northwest Broadcasting Co. (KFMY Ft. Dodge, Iowa, No. 274 (102.7 mc), 10 k 310 feet; Fayetteville Broadcasters (WFL FM), Fayetteville, N. C., No. 236 (95.1 mc 12.6 kw, 390 feet.

Cur-Nan Co., Boston, was granted rei statement of CP for WBKA-FM (107.1 mc with extension of completion date to Sept. provided station commences interim operati by that time. John H. Phipps, Tallahasse Fla., was given CP to replace one that ha expired (103.9 mc), with Sept. 30 specified a completion date.

NBC LEASES 20,000 SQ. FT. MORE IN MERCHANDISE MART

NBC Chicago sparked its drive for fall ope ing date of its key video outlet, WNBQ, wit lease of 20,000 sq. ft. of additional spac in Merchandise Mart headquarters. Networ plans to enlarge Studio A, largest in its Ch cago plant, for television.

Video technical and administrative staf will be quartered in added first and secon floor space of Mart, with some 14,000 sq. f on first floor used for storage rooms, wor shops, shipping room and video field engine ing shop and office. Production offices—dire tors, engineers and administrative personnel— will be constructed in the 6,000-sq. ft. area on second floor.

FIVE AM'S, TWO FM'S GRANTED TRANSFERS

HALF-MILLION dollars represented in con siderations for five AM and two FM outlet granted transfers by FCC Friday. Properties involved:

WEIM WEIM-FM Fitchburg, Mass.—Granted as signment of AM license and FM permit from Radi Station WEIM for $235,000 to WEIM Fitchburg Inc new firm headed by Henry G. Molina, San Juan P. R., attorney. Sellers, co-partners, are Mitchell G and Milton N. Meyers and Ruben E. Aronheim.

WARK Hagerstown, Md.—Granted transfer of 100% interest from Andrew K. Coffman and associates t Raymond J. Funkhouser, local businessman, fo $107,000.

WWXL WWXL-FM Peoria, Ill.—Granted transfe control from Joseph H. Giddan and associates fo $74,650 to Myron A. Rick and Homer D. Morrow 50% each, with WCFL Chicago sales staff. Mr. Giddan chief owner and general manager, retires because o illness.

KBUN Bemidji, Minn.—Granted assignment o license from partners Robert W. Bradford and Henr F. Pihl to Butler Broadcasting Co., new firm, fo $60,000. Butler Broadcasting controlled by Ed. W Butler, formerly with KILO Grand Forks, N. D., an his family.

WIBB Macon, Ga.—Granted transfer of contro from Thomas Carr and five others to Mr. Carr, 10% Oliver Thornburg and Thomas Maxwell, 45% each Latter two buy holdings for $13,500 apiece.

DON LEE WITHDRAWS

DON LEE Broadcasting System withdrawing its San Diego television application, leaving seven applicants to battle over three available channels in FCC hearings scheduled Sept. 7. Withdrawal attributed to pendency of Los Angeles and San Francisco applications which when and if granted, will keep engineering staff engrossed in installations, plus desire to continue high-band experimental activities.

SULLIVAN, Stauffer, Colwell & Bayles ha moved its New York offices from 270 Par Ave. to 437 Fifth Ave. New telephone num ber is Oregon 9-2500.

MORE PROOF!

The KMBC-KFRM Team Is Doing A Job

July 12, 1948

Mr. Arthur B. Church
Stations KMBC-KFRM
Kansas City, Mo.

Dear Mr. Church:

I thought you might be interested to know that I am highly pleased with the results of my program on The KMBC-KFRM Team.

Being in the hatchery business, we have to analyze advertising results very carefully. And our inquiries and sales from KMBC-KFRM have been superior to any other media we have used.

The sales coming from the area served by KFRM have been particularly gratifying. And I would say, without reservation, that The KMBC-KFRM Team is tailor-made for an advertiser such as myself who wants to cover the entire Kansas City trade territory.

Yours very truly,

Fred O. Boehm

Fred O. Boehm
Belton Hatchery

Only the KMBC-KFRM Team delivers complete coverage of the actual Kansas City trade area—coverage specifically designed to provide the advertiser with an economical means of reaching those who are in the habit of looking to Kansas City as their trading center.

Programmed from Kansas City, The Team likewise renders an invaluable service heretofore unavailable to trade-area listeners . . . market broadcasts direct from the Stock Yards, grain, poultry and produce quotations right up-to-the-minute, informative broadcasts of a practical, understandable nature direct from the KMBC-KFRM Service Farms, area weather forecasts direct from the area weather bureau.

To this, add one of the largest and most popular talent staffs for stations this size . . . and you have a well-rounded combination that is doing a job!

The KMBC-KFRM Team Serves 3,659,828 People!

KMBC
of KANSAS CITY
5,000 on 980

7th Oldest CBS Affiliate
Represented Nationally by
FREE & PETERS, INC.

KFRM
for KANSAS FARM COVERAGE
5,000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

Bouquets

KLZ

From **DENVER PRESS CLUB** — Award of Merit for outstanding on-the-scene news reporting during Colorado State Prison break. KLZ was only radio station so honored.

From **DENVER ADVERTISING CLUB** — Ad of the Year Award for outstanding merit in advertising production in the field of Radio Program Promotion.

From **DENVER ADVERTISING CLUB** — Ad of the Year Award in the field of Radio Programs for the KLZ public service series on "Divorce". This was the fourth time in five years that KLZ was awarded first place in this category.

From **OHIO STATE UNIVERSITY** — First Award at Institute for Education by Radio in regional classification for a personal and social problems program on "Divorce".

From **VARIETY** — Excerpt from Highlights of 1947 Showmanagement Review: "Hugh Terry's aggressiveness was once more demonstrated by the manner in which KLZ maintained its leadership . . . Particularly in the sphere of social usefulness . . . On the Rocky Mountain front, Terry was consistently out in front."

KLZ DENVER

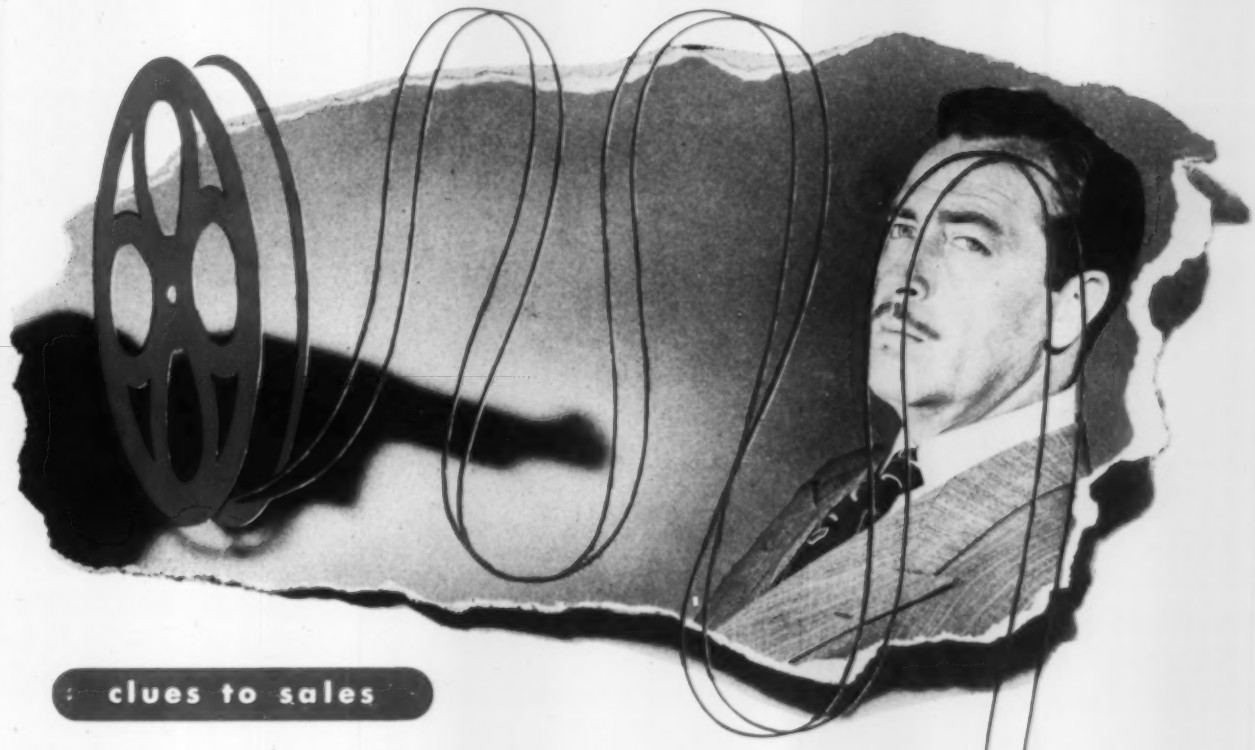
August 16, 1948

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

A Continuing Study of Major Radio Markets

Study No. 5

Los Angeles



clues to sales

First dramatic film series ever produced exclusively for television by a recognized Hollywood studio—perfected blending of cinema and video arts—that's NBC's Public Prosecutor. *Twenty-six complete mystery dramas—enough for a full year's programming—are now ready for sponsorship.*

Highlighted by more than a hundred featured Hollywood players and produced by Jerry Fairbanks, Public Prosecutor *makes the viewer part of the show. The "personalized camera", tight writing, concentration on close-ups and high key lighting make it perfect film entertainment for the home set screen.*

As viewers watch for clues to crimes, they will also watch for the product story—your story if you wish—presented at moments of peak interest. Here is an unmistakable clue to sales, with television's greatest network and largest group of station affiliates at your service.

NBC Television

NATIONAL BROADCASTING COMPANY • 30 ROCKEFELLER PLAZA • NEW YORK

A Service of Radio Corporation of America

Fifth of a Series

DO THE STARS INFLUENCE YOUR SALES?

Hundreds of millions, in their homes and in their daily life, copy what the Stars wear, eat and use.

Scenes from "Sorry, Wrong Number"—a forthcoming release of Paramount Pictures Inc., starring Barbara Stanwyck and Burt Lancaster. A Hal Wallis production—watch for it!

The quickest way for you to interest the Stars, and the motion picture writers, producers and directors, is to sell them *via* KTLA. For television is Hollywood's hottest interest —and in Hollywood, television means KTLA . . . on the air *every* afternoon and evening. Sell Hollywood and you sell the world!

KTLA

Paramount Television Productions, Inc.

Your Star Salesman in Hollywood

Hollywood Studios • 5451 Marathon St. • HOllywood 6363
New York Office • 1501 Broadway • BRyant 9-8700

A KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

By DAVID GLICKMAN

FABULOUS and unpredictable is Los Angeles where business and pleasure mix to dollar perfection. And unique are the economic factors that make it different from any other radio market in the United States.

The Los Angeles Metropolitan District of 1,540.8 square miles contains 57 cities, each with suburban and rural areas and an overall estimated population of 4,300,000. Most important, the district contains the city of Los Angeles, with 1,987,924 persons.

This incredible city, the nation's largest geographically, covers 452 square miles. The county area's 20 AM stations, plus FM and TV outlets are used by some 3,000 national, regional and local advertisers to the tune of over $12,000,000 a year.

Fourth largest city in point of population, it doubled in four successive decades and in the last seven years has grown 27% while the rest of the L. A. market increased 47.48%. The area ranks third in total retail sales, first in employment, has more building under way than any other and boasts 97.2% radio set ownership.

Ranking second among industrial areas of the nation, Los Angeles:

● Leads in production of sportswear, motion pictures, aircraft, fish canning, well-drilling and oil equipment;

● Is second in auto assembly, tire and tube production, citrus production and apparel manufacturing (dollar volume);

● Ranks third in petroleum refining and food processing;

● Stands fourth in furniture manufacturing;

● Has 33 industrial groups each of which does more than a $5,000,000 business annually.

If the story of Los Angeles is startling, her future will be even more amazing, station owners and agency executives predict. That's a major reason why so many national advertising agencies are trekking to Los Angeles, establishing western headquarters.

In 1946 Los Angeles had its greatest industrial development of any one year except 1943, peak of wartime industrial expansion. At the end of 1946 the metropolitan area total employment stood at 1,307,000, or close to a 10% gain for the year. More than half of all California factory workers are employed around Los Angeles, with average weekly earnings today reported at $55.64.

Los Angeles has a higher industrial payroll than any of 35 states. Since V-J Day 12% of all new businesses in the United States have originated in Southern California. Investment capital in the Los Angeles area has also been greater since V-J Day than at any time in history. This past year (1947) was Los Angeles' third largest in industrial development, with 215 new factories and 417 enlargements or expansions for a total of $124,811,500, according to local Chamber of Commerce figures. This created 21,000 new jobs.

Population Fast Rising

Southern California population is increasing now by a quarter million persons per year, and today aggregates about 6,000,000 — a total exceeded by only six states other than California. City and county population combined is now growing at rate of 20,000 per month.

Only through radio can these millions of potential buyers be effectively apprised of values to be found in the Los Angeles market, station promotion managers say. No one metropolitan newspaper, despite its wide circulation, is big enough to claim dominance in such an area, they declare.

There have been many changes in postwar Los Angeles radio. These include power and frequency shifts; rate adjustments and owner changes. All these have been inevitable and desirable, the trade concedes, yet there hasn't been a new AM station assigned to Los Angeles city proper in almost two decades.

Of the 11 Los Angeles city AM stations, four are owned or affiliated with networks. KNX went on the air in 1920; KFI and KHJ in April 1922; KECA started operating on Nov. 15, 1929. They eventually became outlets for CBS, NBC, MBS and ABC, respectively.

KFOX Long Beach has been on the air since 1924. KFWB Hollywood was started by Warner Bros. in early 1925. KLAC (then KMTR) has been operating since Oct. 27, 1926. Ben McGlashan, then a student at U.S.C., launched KGFJ Los Angeles on Dec. 8,

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1926, and the late C. Merwin Dobyns, independent oil and retail shoe merchant, founded KGER Long Beach four days later.

KRKD Los Angeles followed in 1927 and KMPC Hollywood, then located in Beverly Hills, a year later. KFVD Los Angeles has been on the air also since 1927. KFAC Los Angeles started operating in April 1931. KIEV Glendale made its debut in September, 1933.

Born during the war years was KXLA Pasadena which went on the air with call letters of KPAS in 1942. Following by six months was KWKW that city.

Within the past year four AM stations have been licensed in suburban Los Angeles. KOWL Santa Monica went on the air Aug. 10, 1947, with daytime operation. KWIK Burbank was started Sept. 29 as a 24-hour station, but currently is on a 21½-hour schedule. KGIL San Fernando followed on Oct. 19 as a fulltime station.

Andrew G. Haley, radio attorney, on July 22 last started operating KAGH with daytime schedule.

With new money-backed industries coming into the area, taking their place alongside firms that pioneered, added impetus to the city's economic stability is assured, station commercial managers state, and the advertising agency fraternity claims.

Shifts to L. A.

Such well established concerns as Rexall Drug Co., Carnation Milk Co., American Potash & Chemical Co. and Allied Building Credit Corp, have but recently shifted headquarters to Los Angeles.

Amplifying reasons for their faith in Los Angeles, station and advertising agencies' executives point to additional statistics:

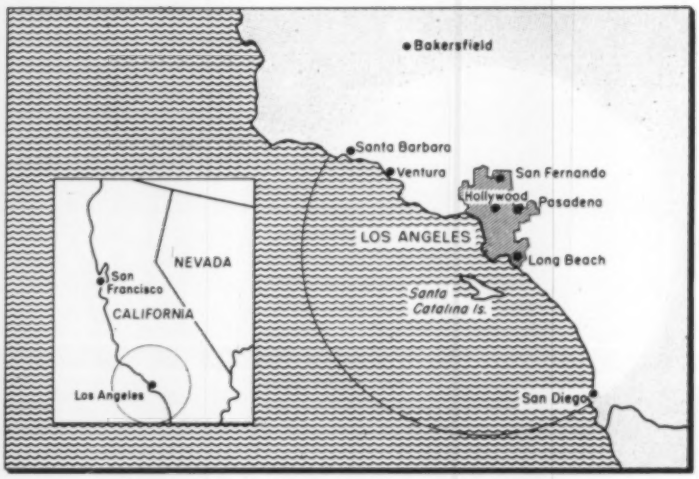
● Los Angeles' retail trade in 1947 totaled more than 2½ billion dollars compared to $641,000,000 ten years ago. (Unofficial estimate).

● In Los Angeles 1946 retail sales estimated on a cross section basis by the Department of Commerce were 27% ahead of 1945.

● Bank debits in Los Angeles during the past year were $33,748,431,000 or 5.66% ahead of 1946 and more than triple 1940. Figures for 1946 reveal $31,938,691,180, or 20% ahead of 1945, or more than double 1942.

● Building permits in Los Angeles county hit $181,342,724 for 1947, against $130,176,567 the year previous, an all time high.

● Shipyards in the Los Angeles area are again going full blast.



The Southern California—Los Angeles Area

● Los Angeles is the largest fishing port in the United States, if not the world. Southern California tuna pack alone was worth $50,000,000 in 1946.

Oddly enough, Los Angeles is also the heart of the nation's agricultural region. Southern California (14 counties) farm income in 1946 reached $1,089,853,000.

Helping station owners to realize a return on their investments are more than 190 radio active advertising agencies in the Los Angeles area who are on the Southern California Broadcasters' Assn. "recognized" list. About 50 are national agencies.

There are a score of "house agencies," or those on the borderline, who place a heavy chunk of radio business, too. Although practice of 15% "kickback" to client is much frowned upon by SCBA, most stations accept that type of business. Their billing last year was estimated at $2,000,000.

Many small retail accounts place direct, especially on suburban, community stations. This results in split commission, protesting agencies declare. Some stations do not strictly follow their rate card structure. They make "concessions," agency men tell you. Los Angeles stations are quick to admit this is true. Less desirable time periods on independents, adjacent to network blocks, often cannot be sold successfully at card rate. Therefore, in the interest of business, some stations employ package time sale deals.

Bulk of Los Angeles area stations' radio billing is placed by approximately 30 regional and local advertising agencies, with the 1947 total estimated at $8,500,000. Team work between these agencies and stations has quadrupled radio billings in a decade, with at least 12% increase in 1947 over 1946.

Smith, Bull & McCreery led the list in value of local accounts last year with Los Angeles area radio billing of $681,000, 35% increase. Milton Weinberg Adv. Co., with a ten-man radio department, was second with $500,000, a 500% increase in a decade.

Allied Advertising Agencies billed $445,000 spent in local radio during 1947, Arthur W. Stowe Adv., $396,000 locally and $60,000 in other sections of the West; Mayers Co., $200,000; Western Advertising Agency, $180,000; Lockwood-Shackelford Adv., Stodel Advertising Co. and Brisacher, Van Norden & Staff about $175,000.

Raymond R. Morgan Co., though concentrating on network package shows, did national radio business of $1,500,000 last year, with local billing of $150,000. McCann-Erickson and Elwood J. Robinson Adv. had an estimated local gross of $150,000.

Hunter Adv. Agency, in business now for two years, gave its gross radio billing locally as $110,000. Scholts Advertising Service also is in that bracket. Others doing a good job locally for radio, but with smaller billings, are Lisle Sheldon Adv., Charles N. Stahl Adv., McNeill & McCleery Adv., Harrington, Whitney & Hurst Inc., J. B. Kiefer Inc., Dan B. Miner Co., Brooks Adv., Pat Patrick Co., Smalley, Levitt & Smith Inc., Dean Simmons Adv., West-Marquis Inc., Davis-Hood & Assoc., The Tullis Co., Mays & Co. and Alvin Wilder Adv.

Los Angeles agency men show no partiality toward either spot announcements or programs.

"Depending upon the sales problem, both programming and spot announcements can be built to do an effective job, often at less cost than black and white," Milton Carlson, vice president and radio director of Western Adv. Agency, said. "Retail accounts handled by this agency have successfully used well-planned radio to produce direct sales. One retail firm increased its annual sales volume to well over one million dollars with radio taking the major share of the budget. In spite of more and more white space available to retailers, radio will continue to have an important spot in the retail advertising budget."

McCreery Viewpoint

Walter McCreery, president of Smith, Bull & McCreery, says, "There is no specific formula to follow in the use of radio advertising. Every campaign is tailor-made to fit our clients. Some use spot announcements exclusively, others we advise to go strong on programs."

Smith, Bull & McCreery has 47 radio accounts, of which 19 are local or regional. Firm places an average of 460 spots and 63 programs weekly on the various Los Angeles area stations.

Spark-plug of Lockwood-Shackelford Adv. Co. radio department is 34-year-old Lou Holzer who started his radio career in Chicago. He oversees radio billings amounting to nearly $1,000,000 for such agency clients as Los Angeles Brewing Co., California Medical Assn., Kern Foods, Haggarty's, Swell-Time Ice Cream Co., Riviera Ice Cream Co. and others.

A merchandising and promotion student, he warns that "the wrong kind of radio can break a client" and deplores the fact that many an advertiser has been misdirected in use of the media.

"Black-and white, plus outdoor advertising, can well be called the skin and bone structure of business, but *radio*, prescribed right, is the muscle and fat," he says.

When Edward C. Stodel started Stodel Adv. Co. in Los Angeles in 1935 he had some ten years of radio experience behind him. He had been a writer-producer and news

(Continued on page 8)

R. O. Reynolds, V. P. and Gen. Mgr., KMPC

Lewis Allen Weiss, V. P. and Gen. Mgr., Don Lee

Harry Maizlish, Gen. Mgr., KFWB

Ned Connor, Gen. Mgr., KRKD

W. B. Ryan, Gen. Mgr., KFI

Don J. Fedderson, V. P. and Gen. Mgr,. KYA

J. Frank Burke Jr., Pres., Gen. Mgr., KFVD

Clyde P. Scott, Gen. Mgr., KECA

Calvin J. Smith, Pres., Gen. Mgr., KFAC

D. W. Thornbu... V. P. and ... Mgr., KN...

REXALL KNOWS BEST

Again in 1948, Rexall sponsors the complete schedule of L. A. Rams' football games on KMPC. Last year on KMPC, Rexall with their Rams' games averaged a whopping 20.3% of the radio audience for 63 hours of broadcasting. Average Hooperating for the 21 games was 5.3

TAKE A TIP FROM OWL-SONTAG-REXALL ...PUT PC ON YOUR SCHEDULE

KMPC OFFERS:

1. **GUARANTEED TIME:** Pick your own program and keep it—58% of all KMPC advertisers are program advertisers.
2. **POWER:** Most powerful independent in the West—50,000 watts days, 10,000 watts nights.
3. **COVERAGE:** Los Angeles plus 189 other communities.
4. **MORE AND MORE LISTENERS:** 6 consecutive Hooper gains in 6 months.
5. **MAIL:** One program averages more than 4,000 letters a week.
6. **SPORTS:** L. A. Open, Big League Ball, Coast League Ball, Joe Hernandez, L. A. Rams, Pacific Coast Conference Football.
7. **NEWS:** 16 sponsored news programs every day.
8. **PUBLIC SERVICE:** 74,811 phonograph records distributed free to hospitalized veterans.
9. **RECOGNITION:** You're in good company on KMPC.

KMPC* 710 KC — Los Angeles

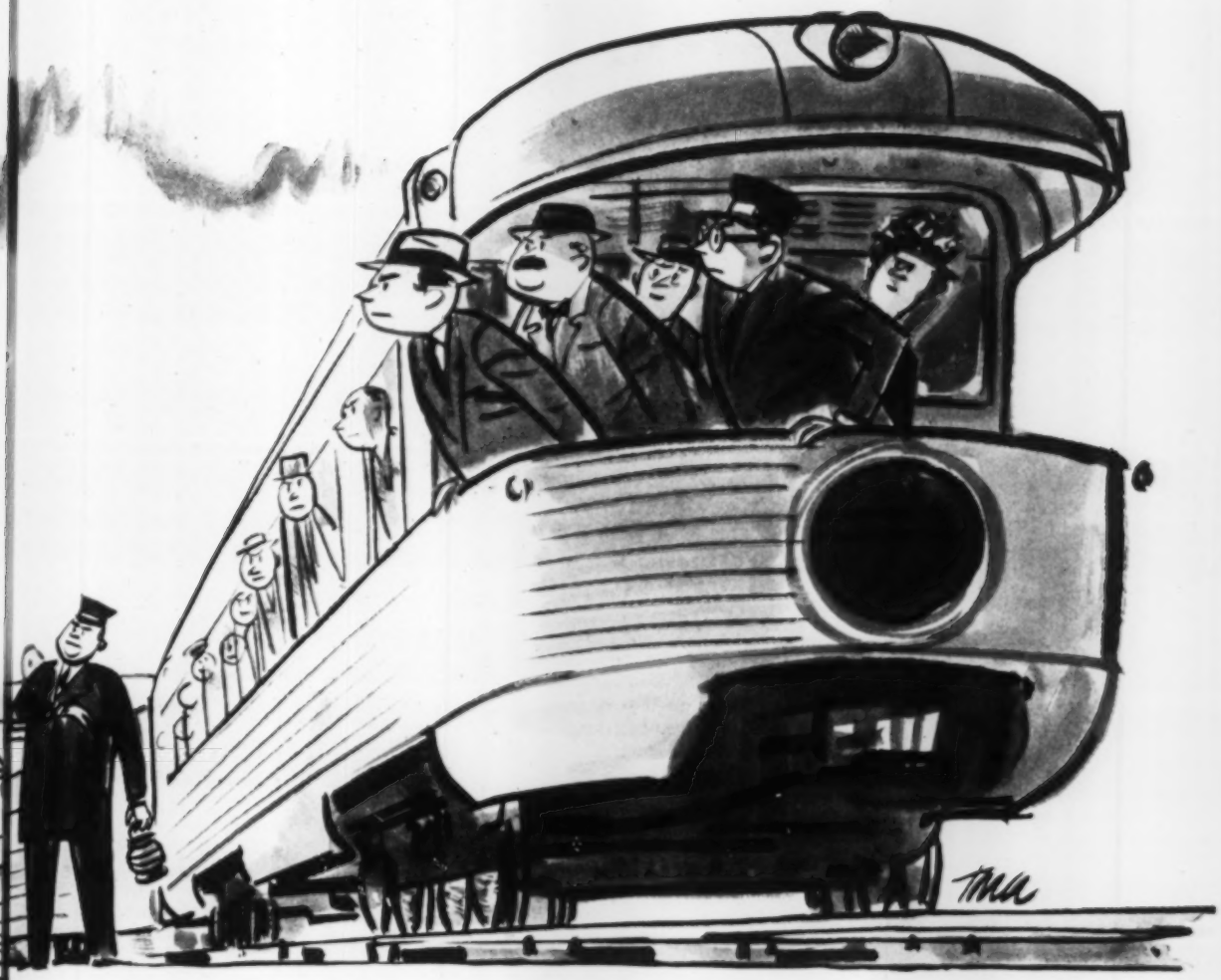
Frank E. Mullen, President • R. O. Reynolds, V. P. & Gen. Mgr.

*PAYS CONSISTENTLY

THE PACIFIC COAST OUTSIDE AUDIENCE is rarin' to be entertained by your radio show... but you're holding them up from listening to it unless your show is on Don Lee. A C. E. Hooper 276,019 coincidental telephone-call survey proves that while all 4 networks cover the inside Pacific Coast market, only Don Lee completely covers the 5½ billion dollar outside market (the area outside the metropolitan trading areas of Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane). ★ On the Pacific Coast, people in the outside

THOMAS S. LEE, *Pres.* • LEWIS ALLEN WEISS, *Vice-Pres., Gen. Mgr.* • SYDNEY GAYNOR, *Gen. Sales Mgr.*

The Nation's Greatest Regional Network



audience *listen to* their own local network station, *are influenced by* their own local network station, within their own trading area. Most markets on the Pacific Coast are surrounded by mountains up to 15,000 feet high, and reliable long-range reception is impossible. Don Lee has 44 local network stations, one in each trading area, and you can be sure when your show is on Don Lee, *everyone* can hear it. Remember: More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

1313 NORTH VINE ST., HOLLYWOOD 28, CAL. • Represented Nationally by John Blair & Company

Mutual
DON LEE
BROADCASTING SYSTEM

(Continued from page 4)

commentator. He organized an agency without any accounts, in order to protect his programs. Today his annual radio billings run into the hundreds of thousands.

Eastern-Columbia, then not a complete department store, started its initial radio on KFI in 1935 with a weekly Hollywood news and film star interview program. Budget was only $118 per week. One of the early major retail merchandisers to use radio effectively, Eastern-Columbia put radio to the hard-boiled test of standing on its own feet as a direct sales producer, alongside newspapers and direct mail.

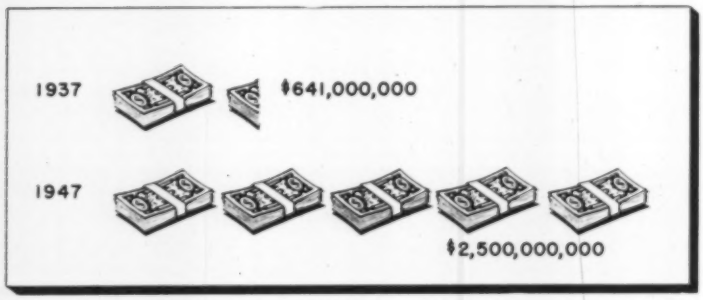
It worked. Other Los Angeles stations were aided in the test. They all met the challenge successfully. The store has been using the medium consistently ever since, now billing (Los Angeles area only) $65,000 annually.

Competition Factor

Warning that Los Angeles area AM stations will face serious competition from video, Bill Welsh, general manager of Allied Adv. Agencies, said, "We are gearing our organization to meet the situation not more than two or three years from now when television will be at least equal to AM radio in advertising budgets of our clients. Too many AM stations, plus television, will see a drastic change in the Los Angeles radio picture within the next few years. Stations must start their planning today for the future."

Raymond R. Morgan, president of Raymond R. Morgan Co., warns that the broadcasting industry must be more on its toes and do a better job of programming or else progress that has been made will be lost. "There are many good home town newspapers. There should be a lot of good hometown radio stations," he claims. "People listen to programs, not stations. They are interested in people, not patter. That's the cue."

Stations must be more realistic and get ready for the competition that will be theirs, is the opinion of James C. McCormick, radio and television director of The Mayers Co., who knows about selling as well as buying of time and talent for he was a station representative salesman for a few years before joining the ranks of advertising agency executives. He was also a freelance producer. "In most markets, radio still offers low cost-per-thousand rates compared to other media. But even in the Los Angeles area, where population growth is far above average, the addition of a dozen FM stations and seven television stations, on top of 20 AM outlets, may make it hard to justify some present AM rates—let alone further increases. Yet, on the other hand, spiraling wages and other costs have to be met, and oftentimes the only solution seems to be an increase in rates."



Ten years growth in retail sales, from 1937 to 1947, is illustrated in the above graph.

Protests on rising costs come fast and thick from other members of the Los Angeles fraternity. Here are a few:

Bernard Weinberg, president, Milton Weinberg Adv. Co.: "Radio needs to evolve a new system by which the customer pays for what he actually gets."

Arthur W. (Tiny) Stowe, owner, Arthur W. Stowe Adv.: "With the Los Angeles field so competitive now, AM station rates are rising too fast. Stations must get together and adjust rate structures or they will find many an advertiser leaving the air for other media."

Edward C. Stodel, owner, Stodel Adv. Co.: "With new stations having been added to the area, rate structures should be readjusted downward to meet the competition. Instead they are going up. Visual demonstration of merchandise, with background narration, will transmit the successful radio formula to television. We contemplate no cutting of AM radio budgets to add video coverage. Rather, it will be an additional appropriation. However, it does pose a challenge to AM radio to closely examine its rate structure and programming."

With 20 AM stations, Los Angeles enjoys wide diversity from both programming and commercial standpoints. The four network key stations — KFI (NBC); KNX (CBS); KHJ (MBS-Don Lee); KECA (ABC)—are primarly network outlets, but, at the same time, present balanced schedules with large amounts of local programs. They all maintain strong sales organizations and have heavy quotas of local sponsors.

Among the others, KFWB has a healthy commercial lineup and emphasizes civic and public events. The station has led the disc jockey parade for years. KLAC is an active disc jockey station and features sports programs. KRKD in downtown Los Angeles emphasizes local business, with news and records dominating the programs. KFVD is described as the most consistent money maker in the market and is local in character. KMPC has been in the thick of the disc-jockey battle and also features sports.

KFOX and KGER Long Beach are keen rivals. Both have Los Angeles offices. KGER features 7½ hours daily of Western music. In Pasadena KXLA, 24-hour station, and KWKW are similarly competitive. KXLA features Greater Los Angeles identification. KWKW airs some foreign-language programs and goes in heavily for sports and special events. KAGH Pasadena, which went on the air July 22, has entered the field with emphasis on public service as a community station.

KWIK Burbank, KGIL San Fernando and KIEV Glendale are competitive. KIEV emphasizes news and records and claims Greater Los Angeles coverage. KGIL and KWIK fight for the rich San Fernando Valley with its 400,000 population. Both claim a Los Angeles county 2,500,000 population bonus coverage. KOWL Santa Monica claims Los Angeles coverage, though generally classed as a community outlet, and it has downtown offices in Los Angeles with plans for auxiliary studios there. It is among the first to go in for block programming in the area and also gives 10% of schedule time to foreign-language broadcasts. Gene Autrey, film actor, recently bought into the station.

Television is starting to take Los Angeles by storm, with FM arousing only mild interest, judging by comments of agency men.

Though it is estimated there are more than 200,000 FM sets and converters in the area, FM accounts are still hard to sell. Agency men say clients are reluctant to pioneer.

KKLA and KMGM are the only exclusive FM commercial outlets on the air. They are actively selling. KFI-FM is programming separately from its AM outlet KFI and has time for sale. KKLA went on the air Jan. 1. It operates from 8 a.m.-12 noon and 6-10 p.m. KMGM has been on the air since May 27. It operates 3-10 p.m. KFMV Hollywood (Unity Broadcasting Corp. of Calif.), with studios at 6540 Sunset Blvd., is currently testing, and goes on the air commercially in mid-September.

James C. McCormick, radio and television director of The Mayers Co., says it will take "some time to determine FM's place in commercial radio." The FM problem is not easy, with 20 AM stations in the area.

Mayers TV Success

With television, however, the problem is not one of indifference. Mr. McCormick says Mayers' clients have used it with excellent results. He believes the combined eye and ear appeal will make it the most potent advertising force yet developed, though present entertainment standards leave much to be desired.

Raymond R. Morgan, head of the agency bearing his name, says the public is not sold on FM and nine out of 10 listeners can't tell the difference between FM and AM. "FM is a lost ball," he argues. "To start with, it's no earth-shaking improvement. The deal isn't hot enough to make any sensible advertiser rush for his checkbook and stampede for a time slot. Television will probably administer the coup de grace and that will be all right with me. So get set for the revolution; I'm a bull on television."

Los Angeles agency circles are genuinely excited about television, and retailers are watching its development closely. With a vast reservoir of talent available, agency men predict Los Angeles will be-

(Continued on page 10)

Sam Kerner, ...ss., Coml. Mgr., KWIK | L. K. King, Pres., Gen. Mgr., KXLA | Art Croghan, Pres., Gen. Mgr., KOWL | Lee Wynne, Gen. Mgr., KGER | W. J. Beaton, Gen. Mgr., KWKW | Thelma Kirchner, Gen. Mgr., KGFJ | Klaus Landsberg, Dir. Paramount TV | Cal Cannon, Gen. Mgr. KIEV | Pete Watts, Gen. Mgr., KAGH | Hal Nichols, Gen. Mgr., KF...

Advertisement—

Tom Harmon New KFI Sports Director

INCREASED emphasis on sports programs by both KFI and KFI-TV Los Angeles, is resulting from the appointment of Tom Harmon, former Michigan All-American, as the station's sports director.

Tom Harmon

Harmon, whose sportcasts carried him from WJR Detroit, to national network broadcasts and the syndication of his "Here Comes Harmon" will do both play-by-play and commentary for KFI.

His first assignment will be handling play-by-play on the KFI-TV telecasts of the Los Angeles Rams professional games. Harmon's two seasons with the Rams and his general familiarity with football from the player's and broadcaster's viewpoints in varied sections of the nation is expected to give him a decided advantage over most game broadcasters.

Buying Good Hoopers? How About 9? Or 11.9?

IF YOU'RE shopping for good evening ratings in protected time, KFI has two excellent periods available (as this is written) that may meet your needs.

One is Saturday 10:00-10:15 p.m., a news period which fills out the Richfield Reporter strip. Richfield Reporter, the Pacific Coast's standard evening news period, is broadcast over NBC Sunday through Friday. A special retabulation of the Saturday period's Hooper showed a 9.0 for December-March.

Another choice period is the 10:15-10:30 p.m. time Sunday nights immediately following the Richfield Reporter, which rates 11.9 on Sundays. The advertiser buying this period profits by the evening-long build-up on NBC which reaches its peak 9:30-10:00 p.m. at the Jack Benny show.

KFI Summer Business Excellent, Nears SRO

SUMMER business on KFI, Los Angeles, has been excellent, near an all-time peak. Kaiser-Frazer, as a part of its saturation advertising program in Southern California, purchased four half-hours of evening time and a full hour on Saturday evening for the summer.

In addition, the Magazine Distributors of Southern California perked up Summer business by purchasing a 15-minute afternoon strip across the board for their Johnny Murray Talks It Over show.

As a result, KFI is riding through the Summer with improved programming and with sales near capacity.

PLEASANTEST DUTY among station managers' chores is posing for publicity art with beauteous models like Alma Carroll. Here, W. B. Ryan, KFI general manager, with Miss Carroll's assistance checks over the equipment in KFI-TV's new remote truck. Newspapers, with a combined circulation of over 750,000, published photographs of the KFI-TV truck as one phase of a 160-point promotion program for the Earle C. Anthony television outlet.

TELEVISION

KFI Begins Commercial Shows This Month

AS ITS six-week test programming period nears completion, KFI-TV, Los Angeles, will embark on commercial telecasts late this month. First commercial series will be the Union Oil-sponsored Los Angeles Rams intra-squad game.

Formal dedication of the TV station's new studios and official opening date has been set for October 6.

A heavy promotional barrage, which began this month, will reach its climax during the week of the official opening with the publication of a special television issue of the Los Angeles Downtown Shopping News. The Shopping News with a circulation of more than 500,000 copies, twice weekly, cooperates with KFI on a continuous mutual promotion.

The station's new television studios, immediately adjacent to the standard broadcast studios, were completed in late July and all equipment will be installed and tests completed before the final week in September.

KFI-TV's main studio, measuring 40 by 70 feet, will be supplemented by remote studios.

Initial broadcast schedule will be 16 hours weekly with a large share of this programming allocated to Saturday and Sunday. At first the Earle C. Anthony outlet may operate on a five-day schedule starting Wednesday of each week.

Opening of the station will cap two years work by KFI organization, highlighted by intensive tests of the all-new RCA equipment in recent months.

First test pattern went out June 21, three weeks ahead of schedule, from the station's Mt. Wilson transmitter. Since that time thorough tests of all remote points in the vicinity have been made as reports from San Diego to Ventura flowed in that KFI-TV's pattern was being well received.

Close to four and one-half million persons will be in the KFI-TV service area, first estimates indicate.

Billboard Salutes Chef As Top Women's Program

KFI's Your Saturday Chef was awarded top honors among 50 kw stations' women's programs in Billboard's first annual local program competition.

Edward Jorgenson

Your Saturday Chef, created as a hobby by Edward Jorgenson, veteran Coast news analyst, is scheduled on Saturday morning, allowing food advertisers to cash in on the huge weekend food buying in the nation's second largest food market.

Jorgenson, former editorial executive of Manhattan and California papers, entered the radio news analysis field during the war on KFI and two regional networks. His prowess as an amateur chef was discovered by accident at a KFI party 18 months ago and he was maneuvered into adding his unique show on "how to have fun while cooking" to his broadcasting schedule.

Baker's Notebook Developed at KFI

ART BAKER'S Notebook, started nearly a decade ago on KFI Los Angeles, is now available to participating sponsors in 57 markets.

Baker's program is only one of a number of highly successful radio formats developed at or first broadcast on the Los Angeles Earle C. Anthony station that have achieved national fame.

Another is Favorite Story, still "originated for the nation" by Bullock's, Los Angeles department store. Favorite Story is one of the most successful syndicated half-hour evening programs.

While neither Baker's Notebook nor Favorite Story lacks for a sponsor on KFI at the moment, participation in the Baker program—a 2-1 leader in audience over other participation programs—occasionally become available.

One of Baker's sponsors has been on his KFI program for nine years and several others have remained with him for more than three years.

New Faces At KFI Not All On The Kinescope

TELEVISION has brought many new faces to KFI—and they all aren't on the kinescope tube.

New administrative assignments have been made and additional key people are being added to the staff to launch KFI-TV, W. B. Ryan, general manager, said.

Haan J. Tyler, sales manager of KFI for the past two years, has been advanced to program director and coordinator of television activities. Kevin B. Sweeney, formerly assistant general manager of CBS' HPL Programs, has been named sales and promotion manager.

Lumir Mathauser, former art director of Foster and Kleiser, Los Angeles, is now KFI's production facilities manager.

Bob Hiestand, KFI production manager, is now producer-director of KFI-TV in charge of auditions and Pat Kelly, executive producer, moves into Hiestand's former position. James Love, State Department film expert, has joined KFI-TV as film editor. Other key positions will be filled before KFI-TV begins commercial programming late this month.

Farm Service

FIVE of the nation's 15 richest farm counties are in the KFI daytime service area. KFI is the only Los Angeles station that brings these prosperous farmers both an early morning and noon farm report as well as nightly frost warnings for the citrus industry during the frost season.

—Advertisement

Look –

what the home-town advertisers are doing!

Nine local advertisers have bought over FOURTEEN THOUSAND HOURS on KfAC; they've been buying it for as long as SIXTEEN YEARS! One has used almost 5000 hours – another has bought over 4000!

THEY KNOW the Music Station – and they BUY it for results!

When you buy time in the rich Southern California market, do as the wise and successful local advertisers do: buy the Music Station... KfAC!

You're in GOOD company—
You're in SMART company—
on KfAC!

KfAC

"The Music Station"
FOR SOUTHERN CALIFORNIA

LOS ANGELES BROADCASTING CO., INC.
645 South Mariposa Avenue, Los Angeles 5, California

Represented by W. S. GRANT CO.
SAN FRANCISCO • LOS ANGELES • CHICAGO • NEW YORK

(Continued from page 8)

come the second major TV programming center. Movie stars are alert, sensing a lucrative field.

The area has more than 30,000 TV receivers, 4% of them in public places. Biggest impetus was telecasting of the Rose Bowl Football Game last Jan. 1, though the city has had television since 1931.

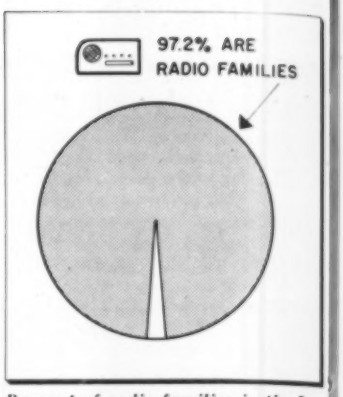
KTLA Hollywood, owned and operated by Paramount Television Productions Inc., Paramount subsidiary, provides the main program service and is on the air 40 or more hours a week. KTLA operates from studios at 5451 Marathon St.

W6XAO (KTSL) Hollywood, owned by Don Lee, is the pioneer station. It offers between 18 to 22 hours weekly service. Don Lee's new $3,000,000 building at 1313 N. Vine St. includes two studios being readied for TV. In addition, its studio facilities atop Mt. Lee are available for film as well as live video program presentations. Transmitter on Mt. Lee will eventually be moved to Mt. Wilson, where all the other TV stations have theirs.

KFI-TV Los Angeles, licensed to Earle C. Anthony Inc., operator of KFI, goes on commercially Aug. 25. Station's first major advertiser is Union Oil Co., which will sponsor entire schedule of Los Angeles Rams professional football games starting Aug. 25. KTLA and W6XAO (KTSL) cover many special events. KFI-TV is following that lead.

Sixty per cent of KTLA's air time is sponsored. The programming is half live and half film. A score of one-minute commercials are also carried. W6XAO (KTSL) has been devoting its time to radio-television shows such as the MBS *Leave It to The Girls* and *What's The Name of That Song* with 40% sports and 10% films. Among advertisers are Bulova Watch, Motorola Radios, General Electric Appliance, *Saturday Evening Post* and Day & Nite Water Heater.

Early TV time purchasers on KTLA were set manufacturers. RCA was a big spender for several months. Then last September Gough Industries (Philco distributor) undertook six months sponsorship of seven programs weekly, with a buget of $120,000. In addition, six set manufacturers banded together early this year to sponsor a five-weekly, hour telecast which later was cut to thrice-weekly. Participating were RCA, Philco, General Electric, Crosley, DuMont and Emerson. Other leading TV buyers are Ford, Chevrolet, Standard Oil Co. of California and Union Oil Co.



Percent of radio families in the Los Angeles area is illustrated in the above graph.

NBC will house KNBH-TV in its Western network headquarters at Sunset and Vine and plans to be commercially operative Dec. 1.

ABC plans commercial operations by Nov. 1 for KECA-TV. Outside studios will be utilized as ABC shares the NBC headquarters, with offices in another building recently leased. There are no accommodations for video operations at KECA studios on N. Highland Ave.

CBS recently acquired 49% stock interest in KTTV from *Los Angeles Times* and a separate corporation, KTTV Inc., has been set up for operational purposes. With overcrowded conditions at the network's Western division headquarters, outside studios to house video will be necessary. Working agreement between KTTV and Pasadena Playhouse will also provide station with studio facilities for dramatic shows.

KLAC-TV, licensed to KMTR Radio Corp. is being rushed for mid-September completion. Studios are being built at the KLAC site in Hollywood. This will give Los Angeles seven video stations in all. Warner Bros. has purchased, subject to FCC approval, KYA San Francisco and KLAC Hollywood from Mrs. Dorothy Thackrey. With FCC sanction, film company would also obtain the TV outlet (BROADCASTING, June 28).

Sketches of Los Angeles AM stations follow on page 14.

Lewis A. Weiss, MBS | Don Searle, ABC | S. N. Strotz, NBC | D. W. Thornburg, CBS

are there any more at home like her?

Yes! in KAGH homes!

This Family Purchasing Agent is Typical of the 1,156,920 Radio Homes Reached by KAGH KAGH-FM in the Great Los Angeles Market*

MORE . . . for your advertising dollar on KAGH and KAGH-FM!

BOTH . . . AM and FM for the same price DOUBLE IMPACT!

With transmitter located in Pasadena . . . the richest area of rich market . . . KAGH delivers your message to people who BUY . . . often and in QUANTITY! Promotion includes the most forceful newspaper and billboard campaign in the area . . . another KAGH-*KAGH-FM plus value.

YOU'LL BE SURPRISED . . .

. . . at the SURPRISINGLY low rates of the KAGH-*KAGH-FM combination. Take advantage of lower cost-per-impression! Ask about our national spot and local success stories. Write, wire or call.

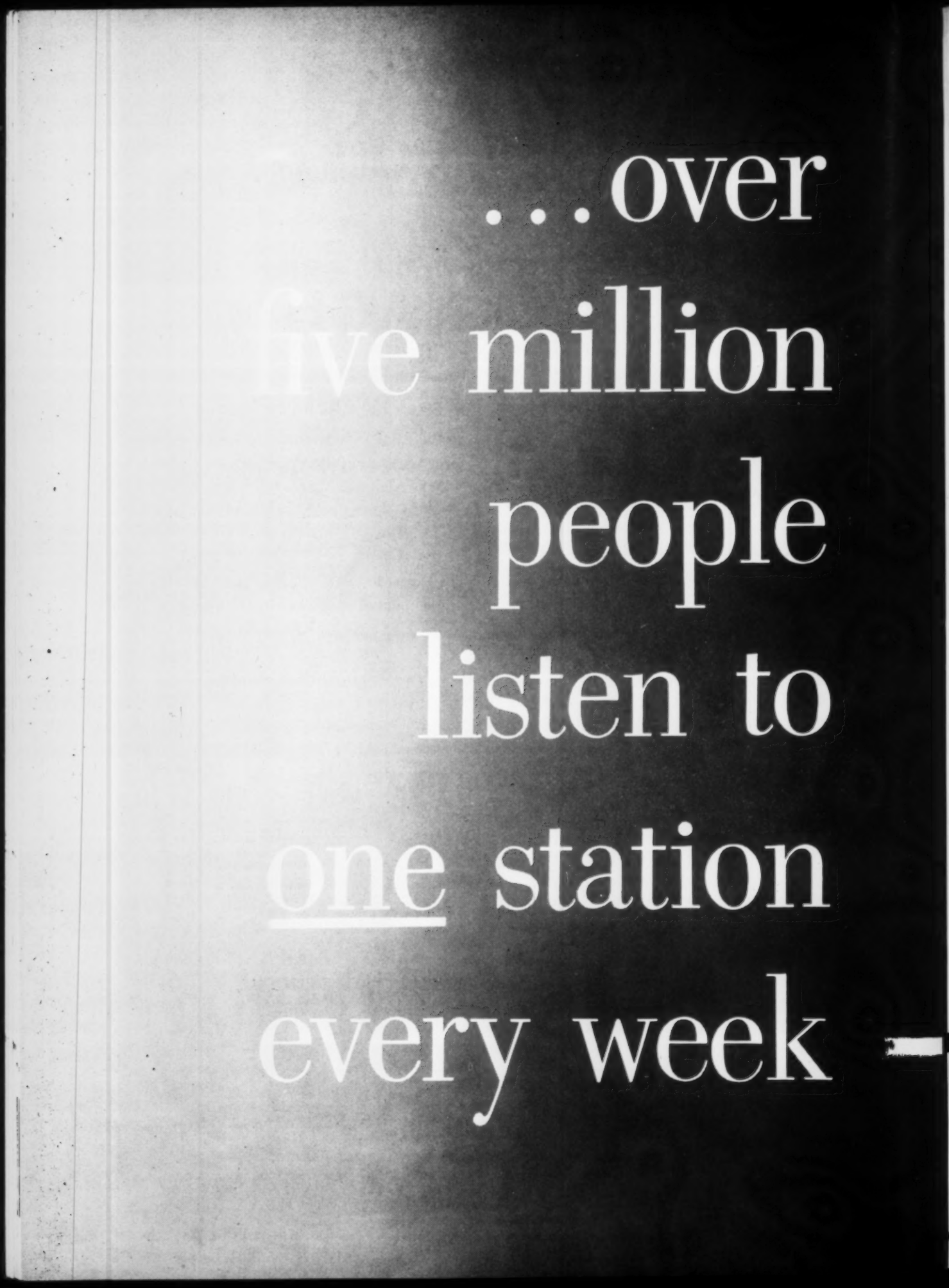
* The nation's third largest with retail sales of $2,660,866,000 and effective buying income per family of $4,131.

KAGH KAGH-FM

Lucky 1300 KC 1000 WATTS — 98.3 MC Center of the Dial

CHANNEL 252

PASADENA 1, CALIFORNIA, Pete Watts, Mgr.


....over
five million
people
listen to
one station
every week

How *can you reach these five million?*

With a KNX program that is tailor-made to fit your sales objectives. One that will get results like this . . .

The world's largest home furnishings store sponsors a KNX program devoted to new ideas for interior decorating. They give KNX credit for a 500% increase in the use of their home information services.

Another KNX advertiser sells title insurance to Southern Californians with a program that relives the exciting days of the Spanish land grants. Their program has a higher average Hooperating than any other local program on a Los Angeles station.*

A food manufacturer uses a KNX show that tests kitchen products to help women get the most out of their shopping budgets. His sales have jumped 45% in six months.

KNX can do the same for you . . . with a program specially designed to complement your sales story.

When KNX adapts its selling-power to advertising aims *sales curves zoom up*. That's why . . .

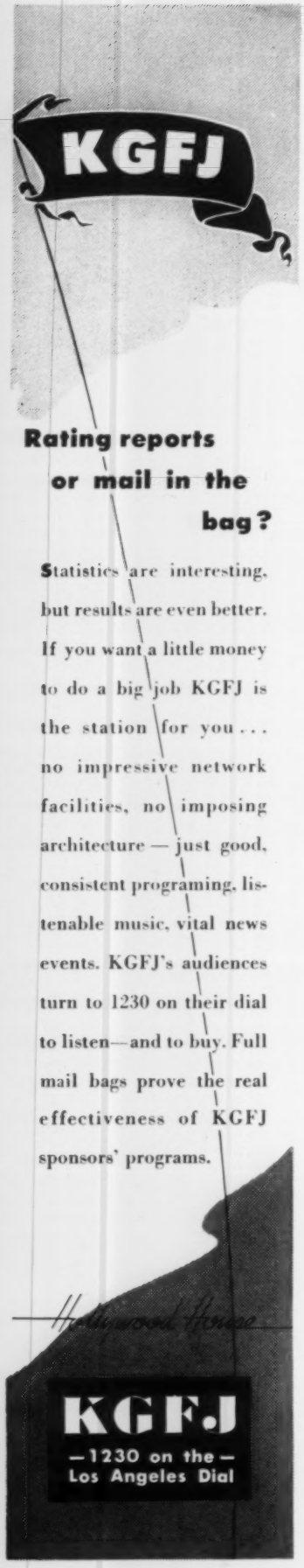
Year after year, local business men spend more advertising dollars with KNX than with any other Southern California station.

*Los Angeles "City" Hooperatings, Fall-Winter 1943-44 through Winter-Spring 1947-48

KNX

Los Angeles • 50,000 Watts

COLUMBIA OWNED Represented by RADIO SALES, Radio Stations Representative... A Division of CBS - New York, Chicago, Los Angeles, Detroit, San Francisco, Memphis.


KGFJ
Rating reports or mail in the bag?
Statistics are interesting, but results are even better. If you want a little money to do a big job KGFJ is the station for you . . . no impressive network facilities, no imposing architecture — just good, consistent programing, listenable music, vital news events. KGFJ's audiences turn to 1230 on their dial to listen—and to buy. Full mail bags prove the real effectiveness of KGFJ sponsors' programs.
Hollywood Hotel
KGFJ
—1230 on the—
Los Angeles Dial

HISTORY

Backgrounds of Area's Stations

KNX

Originally owned by Fred Christian, electrical engineer, who in fall of 1920, put together a 5 w transmitter in his home . . . year later moved to top of California Theater Bldg. in downtown Los Angeles . . . 500 w when acquired by Guy C. Earl, owner-publisher of *Los Angeles Evening Express* in October 1924, as newspaper subsidiary . . . moved studios to Paul G. Hoffman Bldg. on Hollywood Blvd. . . . studios shifted to Paramount Picture lot in 1928, with power increases to 5 kw, 10 kw and 25 kw in the interim . . . Guy Earl sold newspaper, but continued radio, organizing Western Broadcasting Co. . . . KNX studios moved in 1934 to Otto K. Olesen Bldg., 1560 N. Vine St., operating with 50 kw . . . remaining there but 18 months, corporation acquired own building at 5539 Sunset Blvd., now occupied by 50 kw independent KMPC . . . CBS, with eight transcontinental commercials originating from Hollywood, bought station in December 1935 . . . network in April 1938 moved to present $2,000,000 Columbia Square building at 6121 Sunset Blvd. Donald W. Thornburgh is CBS Western division vice-president and general manager. Austin E. Joscelyn is director of KNX operation . . . station has earned reputation for community service, notably special events and educational features . . . has FM . . . CBS has acquired, subject to FCC approval, 49% stock interest in KTTV from *Los Angeles Times* and will operate stations jointly [BROADCATISNG, May 3].

KFI

Established as 5-watter April 16, 1922, by Earle C. Anthony Inc., auto dealer . . . before year was out power jumped to 500 w then to 5 kw in 1924 . . . following year a hookup with KPO San Francisco established West Coast network broadcasting . . . in 1927 became Los Angeles affiliate of NBC, feeding programs to network . . . in July 1931 became first 50 kw station in Southern California . . . when Earle C. Anthony purchased physical facilities and wavelength of KEHE from Hearst Radio Inc. in 1939 he moved all radio operations to present headquarters at 141 North Vermont Ave . . . with FCC opposition to duopoly, he disposed of KECA in 1944 with Blue Network (ABC) buying latter station . . . nightly frost warnings started in 1941 . . . annual Hollywood Bowl Auditions instituted in 1943 . . . winners in two classifications make professional debut with Hollywood Bowl symphony during season . . . William B. Ryan general manager since February 1943, having succeeded the late Harrison Holloway . . . station also has FM and TV.

KECA

Established November 15, 1929, by Earle C. Anthony Inc. with 1 kw on 1430 kc . . . power increased to 5 kw on Aug. 20, 1936 . . . with purchase of physical facilities and wavelength of KEHE from Hearst Radio Inc. in 1939, KECA's present dial spot, 790 kc was acquired . . . FCC duopoly ruling caused Mr. Anthony to sell KECA August 1, 1944, to Blue Network (ABC) . . . network moved studios to 1440 N. Highland Ave., Hollywood, remodeling Hollywood Playhouse building . . . Clyde P. Scott, then commercial manager of KFI-KECA, along with shift in ownership, joined ABC as general manager of latter station . . . Leo Ricketts, formerly manager of KFBK Sacramento, joined KECA last January as commercial manager . . . Don Searle is ABC Western division vice-president in charge of over-all operation . . . has FM and CP for TV.

KHJ

Founded April 13, 1922, by *Los Angeles Times* with studios in old Times Bldg. . . . then 1 kw on present 930 kc; the late Don Lee bought station and then on Nov. 10, 1927, moved to his automotive division headquarters . . . Don Lee Network joined CBS two years later as Western leg, KHJ becoming Los Angeles outlet . . . with that affiliation severed on Dec. 29, 1936, joined MBS . . . station now serves as key outlet for both regional and national network on Pacific Coast . . . in fall of 1940 station went to 5 kw day and 1 kw night . . . Shortly after NBC Western division shifted from 5515 Melrose Ave., Hollywood, to present quarters, Don Lee and MBS moved radio operations to that building, occupying it for about 7½ years . . . in mid-May, this year, moved to new $3,000,000 studio and executive building at 1313 N. Vine St., along Hollywood's "radio row" . . . Lewis Allen Weiss is vice-president and general manager of Don Lee Broadcasting System and MBS chairman of the board . . . KHJ has been responsible for many "firsts" in Western radio . . . has FM and TV.

KMPC

When G. A. (Dick) Richards acquired station in 1937 the Beverly Hills 500 w part-timer had been on the air nine years . . . call letters were originally derived from McMillan Petroleum Corp., one time owner . . . Mr. Richards incorporated as KMPC, The Station of the Stars Inc., and in Jan-

(Continued on page 16)

Check KFVD

- COMPLETE SOUTHERN CALIFORNIA COVERAGE
- CENTER OF THE DIAL LOCATION
- GREATEST DOLLAR VALUE

—NEXT TIME

Check KFVD
LOS ANGELES
5000 WATTS ON 1020 KC.
REPRESENTED BY
GENE GRANT & CO. — DONALD COOKE, INC.

Hollywood...home of the stars...

home of Capitol Transcriptions

BUILD STAR SHOWS FOR ANY SPONSOR WITH CAPITOL TRANSCRIPTIONS

★ Capitol Transcriptions gives you today's top stars in a complete low-cost Library Service. Big names like Peggy Lee, King Cole Trio, Johnny Mercer, Frank DeVol, King Sisters, Duke Ellington, Stan Kenton, Tex Ritter, Merle Travis, Gene Krupa, and many, many others.

★ It's kept fresh and up-to-date, for each week you get 30 additional hours of entertainment to build shows for any sponsor. The basic library itself contains over 3000 selections. Cross indexes and filing cabinets provided make it easy to handle.

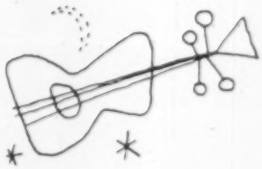
★ You get smart musical backgrounds for commercials, plus artists' voice tracks for "personal appearance" effect. Unmatched technical quality of recording.

★ But get the complete story by mailing coupon today.

A FEW OF THE ENTERTAINING SHOWS AVAILABLE:

"MUSIC FROM HOLLYWOOD" featuring Frank DeVol, with vocal artists like Peggy Lee, Hal Derwin, King Cole Trio, and others. Beautiful orchestral arrangements with popular singing interludes, five half hours per week.

"JAN GARBER SHOW" presents the well-known "Idol of the Air-Lanes" in pleasing dance rhythms. Here's a band that's easily identified with wide popularity, five quarter hours per week.



"TEX RITTER SHOW" spotlighting Capitol's great motion picture and recording star. Going great on metropolitan as well as on outlying stations, one hour per week.

Capitol Transcriptions
Sunset and Vine, Dept. B816
Hollywood 28, California

☐ Please send me your descriptive booklet
☐ Include sample transcription

Name _____

Station _____ Position _____

Street _____

City _____ State _____

In the
4,000,000
Los Angeles
MARKET

KXLA

with
10,000 watts
on
1110 Kc

Can do
A
REAL
JOB
for YOU!

We're loaded with
local business . . .
. . . have no
Nat'l. Rep. . . .
but your
inquiry will
be welcomed.

KXLA

10,000 on 1110

(Continued from page 14)

uary 1940 received power increase to 5 kw day and 1 kw night . . . in 1942 went 10 kw fulltime, then 50 kw day and 10 kw night in February 1947 . . . since 1943, studios and executive offices have been at 5939 Sunset Blvd. . . . promoting itself as "West's Greatest Independent," station is headed by Robert O. Reynolds, vice president and general manager, with Herbert H. Wixson, assistant manager and general sales manager . . . has FM.

KFWB

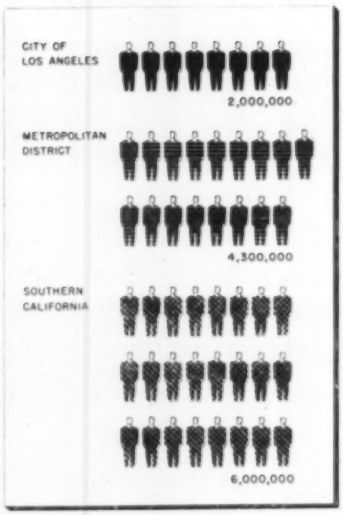
Started in February 1925 by Warner Bros. as a 500-watter with studios and transmitter in a bungalow on film company's lot . . . ranks high in community effort . . . when studios and transmitter moved to Warner Bros. Theater Bldg. on Hollywood Blvd. in 1927, wattage was doubled . . . movie producing shifted to Burbank and KFWB shortly after made another major change . . . it moved back to the old Warner Bros. lot in 1937 with power stepped up to 5 kw in October that year and Harry Maizlish, for many years with Warner Bros., named station general manager . . . now occupies spacious studios, including two large audience theatres, with executive offices at 5833 Fernwood Avenue.

KFAC

When Auburn-Cord interests under name of Los Angeles Broadcasting Co., bought KTBI from The Bible Institute in April 1931, station had been in operation several years . . . new owners, E. L. Cord, auto manufacturer, and O. R. Fuller, auto distributor, had call letters changed to KFAC and station went fulltime on 1 kw . . . John Swallow, now vice-president and general manager of KVVC Ventura, Calif., was brought in as station manager . . . when he resigned a year later to join new NBC Hollywood production setup, the late Tom Brenneman joined KFAC as manager . . . in a reorganization during 1933 Mr. Cord became sole owner and took over station operations . . . studios located in the Auburn-Cord Bldg. (now Packard-Bell Bldg.) since station's inception . . . Calvin J. Smith joined station in 1932 as chief engineer, later becoming president and general manager . . . operating as a 24-hour station for past ten years; station power was increased to 5 kw on June 10, 1947, . . . classical music policy established in 1937. Has FM CP.

KLAC

Originally KMTR, has been on air since 1924 . . . founded by K. M. Turner, Hollywood retail radio set store proprietor, with 50 w . . . operated from his home for three years . . . studios established in Hollywood Storage Co. Bldg. in early 1927 . . . Frank P. Doherty, attorney and now owner of KRKD Los Angeles, acquired ownership in 1927 . . . he sold the 500-watter to Victor E. Dalton, head of Dalton Loan Co., in 1932 . . . on June 17, 1934, power boosted to 1 kw . . . present studios and offices were established at 1000 N. Cahuenga Blvd. in late 1937 . . . following death of Mr. Dalton Dec. 18, 1941, station was operated by his estate for five years . . . Dorothy Thackrey acquired station March 11, 1946, and changed call letters to KLAC, identifying it more closely with Los Angeles activities . . . Don J. Fedderson, vice-president and general manager, also operates KYA San Francisco, for same owner . . . has FCC authorization to u KLAC power to 5 kw LS wit 1 kw N . . . also has CP for TV Sold with KYA San Francisco t Warner Bros. for reported $1,045, 000, subject to FCC approval.



Comparative size of city of Los Angeles, metropolitan district and Southern California shown above.

KFVD

On the air since 1927 . . . ac quired nine years later by Stand ard Broadcasting Co. . . . in 192 J. Frank Burke Sr. and associate bought daytime 250 w station fro E. L. Cord, who had acquired from McQuinnie Electric Co. San Pedro, Calif., Feb. 1, 192 . . . limited to KDKA Pittsburg on 1020 kc, station continued t share penthouse studios of KFA at 645 S. Mariposa Ave. until fal of 1937, then moved to own build ing at 388 S. Western Ave. . . power increased to 1 kw in 193 . . . known as the "news and musi station," made next power jump t 5 kw Feb. 2, 1947 . . . J. Fran Burke Jr. is general manager wit Harry Patterson, commercial man ager.

KRKD

Owned by Frank P. Doherty, at torney, under corporate name o Radio Broadcasters Inc. . . . oper ating from Spring Arcade Bldg studios in downtown Los Angele since 1931 . . . shares time wit

(Continued on page 20)

KMGM

LOS ANGELES

ARS GRATIA ARTIS

ONE OF THE STATIONS OF
Metro-Goldwyn-Mayer

AFFILIATED WITH WHN-WMGM NEW YORK

YOU HAVE THIS ON YOUR MASTER ACETATE

YOU GET THIS ON YOUR ALLIED PRESSING!

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Silver nitrate processing of superior quality

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A CASE

THE NATIONAL BROADCASTING COMPANY · HOLLYWO

OF Sharps, Flats and Furniture

For more than half a century Bekins Van & Storage has been moving people's property. And people have learned a lot about Bekins' service and facilities — as the result of 53 consecutive years of advertising, capped this year by the smart choice of sales messages on the NBC Western Network.

When *The Music Hour From Hollywood* moved to NBC from another network last October, its Hooperating doubled the first month — and doubled again in two months more, to hit a peak of 9.3 in December. One of NBC Western Network's newer shows, it has run neck and neck the past six months for top Pacific rating, in its time slot, against a long-established favorite. And as summer took over from spring, *The Music Hour From Hollywood* was clearly in the lead.

Sales platform for intelligent planning and teamwork between agency and network: pack 30 minutes on the NBC Western Network with solid musical satisfaction—store it to the rafters with happy vocal talent like Lucille Norman's and the sparkle of Henry Russell's orchestra—move an exciting series of talented guests to the radio stage—and time the show side by side with the most popular programs in radio. *The Music Hour From Hollywood* (9:30-10 PM) directly follows *Your Hit Parade*.

Bekins' satisfaction matches that of other advertisers with careful eyes on the West—Richfield Oil, Sperry Flour, Planters Nut & Chocolate, Standard Oil, Tillamook County Creamery and more, regional and national. Past experience and current profits point the logic: A program built to click, in the company of *other* programs that click—and heard over the powerful facilities of the NBC Western Network—mean sales that multiply and move across the land.

SAN FRANCISCO **NBC WESTERN NETWORK**

A Service of Radio Corporation of America

R. R. Morgan, Morgan Co. | M. V. Carlson, Western Adv. | J. C. McCormick, Myers Co. | Walter McCreery, Smith, Bull, McCreery | Bill Welsh, Allied Adv. | Lou Holzer, Lockwood-Shackelford | E. C. Stodel, Stodel Adv. | Bernard Weinberg, Weinberg Adv.

(Continued from page 16)

KFSG Los Angeles, with 2,500 w-LS and 1 kw-N . . . predecessor KMIC was started in Inglewood in 1927 . . . subsequently took on call letters of KMCS for a brief time in affiliation with Metropolitan Christie Studies . . . Mr. Doherty took over controlling interest in station in 1932 when present call letters were acquired . . . station has City Hall studios, and goes all-out in broadcasting election returns, eliminating all commercials . . . Ned Connor general manager since 1941.

KGFJ

Founded Dec. 8, 1926, as first 24-hour station in the United States by Ben S. McGlashan, then a student at U.S.C. . . . operated with 100 w . . . Jan. 15, 1946, moved to present "Hollywood House" at 6314 Sunset Blvd. in midst of "radio row" . . . swankiest studios of any independent in Los Angeles area . . . power increased to 250 w Aug. 15, 1947 . . . with three-man sales organization, Thelma Kirchner, general manager, handles details of commercial manager as well.

KXLA

First took to air Feb. 16, 1942, from studios in annex of Huntington Hotel with 5 kw fulltime . . . went 10 kw following year when equipment, then difficult to obtain because of wartime restrictions, became available . . . started 24-hour operation . . . licensed to Pacific Coast Broadcasting Co. duopoly ownership forced J. Frank Burke Sr., also principal stockholder of KFVD Los Angeles, to dispose of interest in Pasadena station in October 1944 . . . Loyal K. King, his son-in-law, became corporate president and station general manager . . . to identify station more closely with Greater Los Angeles, call letters were changed to KXLA in fall of 1945.

KWKW

Founded in 1942 by Marshall S. Neal, merchant and importer, with associates, under corporate name of Southern California Broadcasting Co. . . . studios and executive offices in Pasadena Athletic Club Bldg. in downtown Pasadena . . . Mr. Neal operated station two years . . . William J. Beaton, appointed general manager in September 1944 . . . with closely knit small organization, he made station pay . . . remaining a majority owner, Mr. Neal withdrew from active participation to join aircraft industry . . . Paul Buhlig, prominent investment man, is principal minority owner . . . assigned to 1430 kc, same frequency as KARM Fresno, and therefore operating as daytime station . . . has asked FCC for shift to 830 kc 50 kw.

KAGH

Went on the air July 22 last with 1 kw on 1300 kc, daytime . . . studios and transmitter at 800 Sierra Madre Villa . . . Owner Andrew J. Haley, Washington, D. C. radio attorney, periodically travels between that city and Pasadena, his legal residence, via plane and thus keeps a hand in station operation . . . Pete Watts, formerly of KYOR San Diego, is general manager and reports a "healthy chunk of business" to start on way . . . has FM.

KIEV

Owners David H. Cannon and Reed E. Callister are Los Angeles law partners, with station incorporated as Cannon System Ltd. . . . daytime on 870 kw, 250 w station has been in operation since 1933 from studios in Glendale Hotel . . . promotes itself as "the musical spot on your dial" . . . with reputation of a record station, is deviating from that policy currently with about 15% live talent . . . doing a community selling job with local, civic activity given a maximum of attention . . . Calvin Cannon, since late 1946 general manager, doubles in brass as commercial manager and has sales staff of five men in the field.

KWIK

"Voice of the San Fernando Valley" has been on the air since October 5, 1947 . . . Burbank Broadcasters Inc. as corporate owner . . . with a four-man commercial staff, station started to operate "in the black," ten days after going on air . . . station stresses "community activity" . . . George H. Bowles, former owner-manager of various West Coast stations is general manager.

KGIL

Founded October 19, 1947, by group of San Fernando Valley residents spearheaded by J. G. (Gil) Paltridge, formerly sales promotion manager of KFI Los Angeles . . . corporate name is San Fernando Valley Broadcasting Co. . . . studios in San Fernando and Sherman Oaks . . . emphasizes local community activities . . . plays up mood sequence programming with each hour block directed to a different group of listeners . . . reorganized sales department January 1 and brought in Howard Gray, formerly of KFVD Los Angeles, as commercial manager . . . restricts type of business accepted . . . doing well for a new station.

KOWL

Co-owned by Arthur H. Croghan, onetime part owner of WJBK Detroit, and Gene Autry, Hollywood radio and film star, who is also financially interested in Arizona stations . . . studios and executive offices in Santa Monica Ambassador Hotel . . . rode out a four-month IBEW "walkout" which started shortly after station started operating on July 30, 1947, . . . in bid for Los Angeles' 360,000 Negro audience, now daily airs Joey Adams, Negro disc jockey, with recorded music, live interviews, plus gossip and news about

Soon!

A new FM station For Maximum Community Service.

58,000 WATT TRANSMITTER

ATOP 6000-FT. MT. WILSON

UNITY BROADCASTING CORPORATION OF CALIFORNIA

6540 SUNSET BLVD · HOLLYWOOD 28 · HO 5771

members of his race . . . Mr. Crog-han is president and general manager. With kinks ironed out, station, commercially speaking, is reported as "starting to work out nicely now."

KGER

Established Dec. 12, 1926, by the late C. Merwin Dobyns, independent oil operator and retail shoe merchant . . . licensee, Consolidated Broadcasting Corp . . . then part-time 100-watter, shared time during first years with KPSN Pasadena . . . after power was increased to 1 kw in 1930 station went fulltime . . . increased to 5 kw in 1942 . . . main studios and executive offices located at 435 Pine Ave., Long Beach . . . auxiliary studios and sales offices are maintained in Knickerbocker Bldg., Los Angeles . . . Lee Wynne, then commercial manager, became general manager in 1946 following death of Mr. Dobyns . . . specializes in western music . . . deal to sell to John Brown Schools in early May for $300,000 pends FCC approval [BROADCASTING, April 26].

KFOX

Founded March 5, 1924, by Hal G. Nichols, then proprietor of a local retail radio set store . . . first studios in Jergens Trust Bldg. with station operating with 100 w . . . increased two years later to 500 w . . . studios and executive offices in present location at 220 E. Anaheim St. since 1928 . . . Lawrence W. McDowell, commercial manager and chief engineer, built original station . . . although licensed to Nichols & Warriner, Mr. Nichols today is sole owner, having acquired stock of the late William Warriner, his associate and partner . . . Hal Nichols' *Melodies 'n' Memories*, a nostalgic program of music and reminiscence, has been nightly feature five years . . . power is 1 kw.

* * *

Fulltime AMs

KFI (NBC), 640 kc, 50 kw; Earle C. Anthony Inc. owned; William B. Ryan, gen. mgr.; Edward Petry & Co., nat'l. rep.

KNX (CBS), 1070 kc, 50 kw; CBS owned; Donald W. Thornburgh, vice president and gen. mgr.; CBS Radio Sales, nat'l rep.

KHJ (MBS-Don Lee), 930 kc, 5 kw; Don Lee owned; Lewis Allen Weiss, vice president & gen. mgr.; John Blair & Co., nat'l. rep.

KECA (ABC), 790 kc, 5 kw; ABC owned; Clyde P. Scott, gen. mgr.; ABC Spot Sales, nat'l. rep.

KMPC, 710 kc, 50 kw-LS 10 kw-N (CP-50 kw-U); Station of the Stars Inc. owned; Robert O. Reynolds, vice president & gen. mgr.; Paul H. Raymer Co., nat'l. rep.

KFAC, 1330 kc 5 kw; Los Angeles Broadcasting Co. Inc. owned; Calvin J. Smith, gen mgr.; W. S. Grant Co., nat'l. rep.

KLAC, 570 kc 5 kw-LS 1 kw-N; KMTR Radio Corp. owned; Don J. Fedderson, gen. mgr.; Adam J. Young Jr., nat'l. rep.

KFWB, 980 kc 5 kw; Warner Bros. Broadcasting Corp. owned; Harry Maizlish, gen. mgr.; Paul G. Rambeau Co., nat'l. rep.

KGFJ, 1230 kc 250 w; Ben S. McGlashan owned; Thelma Kirchner, gen. mgr.

KGER (Long Beach) 1390 kc 5 kw; Consolidated Brodacasting Corp. owned; Lee Wynne, gen. mgr.; Joseph Hershey McGillvra, nat'l rep.

KFOX (Long Beach), 1280 kc. 1 kw; Nichols Inc. owned; Hal G. Nichols pres. & gen. mgr.; Burns-Smith Co., nat'l. rep.

KXLA (Pasadena), 1110 kc 10 kw; Pacific Coast Broadcasting Co. owned; Loyal K. King, pres. & gen. mgr.

KWIK (Burbank), 1490 kc 250 w; Burbank Broadcasters Inc. owned; George H. Bowler, gen. mgr.

KGIL (San Fernando), 1260 kc 1 kw; San Fernando Valley Broadcasting Co. owned; J. G. Paltridge pres. & gen. mgr.

* * *

Daytime AMs

KFVD, 1020 kc 5 kw; Standard Broadcasting Co. owned; J. Frank Burek Jr., pres. & gen. mgr.; Gene Grant & Co., nat'l rep.

KRKD, 1150 kc 2500 w-LS 1 kw-N (ST-KFSG); Radio Broad-

(Continued on page 22)

NOW IN PRODUCTION

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including

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"ERSKINE JOHNSON IN HOLLYWOOD"

COMMERCIAL SPOTS

live action - animation

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"HOPALONG CASSIDY"

WILLIAM BOYD

YOU KNOW IT'S COMMERCIAL! Every man, woman and child in America knows the name **"HOPALONG CASSIDY"** and over sixty million of them are already loyal and faithful fans.

THIRTEEN YEARS OF MOTION PICTURE POPULARITY BEHIND IT! (NO OTHER RADIO SERIES CAN MAKE THIS CLAIM!) An action-packed **film trailer** will be shown in over 10,000 theatres announcing the radio series! **"HOPALONG CASSIDY"** comes to radio with a fabulous following . . . a ready made audience for sponsors!

GIVE THE LISTENERS QUALITY! The revolt against second-rate shows is spreading! Don't be caught with your ratings down . . . when you can buy **"HOPALONG CASSIDY"** and get the finest production, top writing, and custom tailored music!

MERCHANDISING GIMMICKS! PROMOTIONAL TIE-INS! Stunts to make your listeners BUY THE PRODUCT!

52-30 minute episodes available.
Rates and **auditions** *on request.*
($3 deposit on audition, refunded on return of disc.)

Commodore Productions and Artists, Inc.

1350 N. HIGHLAND, HOLLYWOOD 28, CALIF. — HO 8229

DES AUTELS AND GRAHAM* SUITE 208, 6000 SUNSET BOULEVARD, HOLLYWOOD 28, CALIFORNIA — HUDSON 2-2291

NOW PRODUCING
THREE ALARM . . . Radio's most widely heard, syndicated listener-participation show . . . Coast-to-Coast. JACKPOT WINNER . . . nationally syndicated listener-participation show.

NOW PRODUCING
CHUCK WAGON TALES . . . Western yarns with a punch . . . built to SELL the meat products of H. Moffat Co. CBS, Sundays, 2:00 p.m. PDT.

AVAILABLE
The incomparable LEWIS STONE in "GOING PLACES", a thirty-minute dramatic endorsement of the American Way of Life. A helping hand to enterprising youngsters.

AVAILABLE
CONRAD NAGEL and a galaxy of guest stars including top Hollywood names in "STAIRWAY TO STARDOM" . . . a national talent search with screen contract awards.

AVAILABLE
"SATAN'S WAITIN' " . . . a great new psychological mystery "THE MAN SAYS YES" . . . a TESTED audience-participation show starring BOB SHANNON.

*A RADIO-VIDEO PRODUCTION COMPANY TAILORING SHOWS TO SATISFY THAT DIFFICULT-TO-PLEASE CLIENT

(Continued from page 21)

casters Inc. owned; Ned Connor, gen. mgr.

KWKW (Pasadena), 1430 kc 1 kw; Southern California Broadcasting Co. owned; William J. Beaton gen. mgr.; Forjoe & Co., nat'l. rep.

KAGH (Pasadena), 1300 kc, 1 kw; KAGH Inc. owned; Pete Watts, gen. mgr.

KIEV (Glendale), 870 kc 250 w; Cannon System Inc. owned; Cal Cannon, gen. mgr.

KOWL (Santa Monica), 1580 kc 5 kw; Arthur W. Croghan, Gene Autry co-owned; Arthur W. Croghan, gen. mgr.; Walker Co., nat'l rep.

FMs

KMPC-FM Hollywood; Channel 262, 100.3 mc, 460 kw; Station of the Stars Inc. (KMPC) owned; on air Dec. 1947.

KHJ-FM Hollywood; Channel 266, 101.1 mc, 4.8 kw-B; Don Lee Broadcasting System (KHJ) owned; on air Aug. 1941.

KMGM Los Angeles; Channel 254, 98.7 mc, 49 kw; Metro-Goldwyn-Mayer Studios Inc. owned; on air May 1948.

KFI-FM Los Angeles; Channel 290, 105.9 mc, 265 kw-B; Earle C. Anthony Inc. (KFI) owned; on air Oct. 1947.

KAGH-FM Pasadena; Channel 252, 98.3 mc, 420 kw-A KAGH Inc. (KAGH) owned; on air June 1947.

KXLA Los Angeles; Channel 246, 97.1 mc, 58 kw; Echo Park Evangelistic Assoc. (KFSG) owned; on air Dec. 1947.

KNX-FM Hollywood; Channel 226, 93.1 mc, 297 kw; CBS Inc. owned; on air Mar. 1948.

KECA-FM Hollywood; Channel 238, 95.5 mc, 290 kw; ABC (KECA) owned; on air Dec. 1947.

(CPs granted to KRKD-FM; KFAC-FM; KOMB (KGER Long Beach); KNX-FM; KTML (KTTV); KFMV, all in Los Angeles. KWIK-FM Burbank, KNOB Long Beach, KIEV Glendale, also have CP. Grant has been given to KWKW-FM Pasadena, too.)

TVs

KTLA Hollywood; Channel 5, (76-82 mc) 14.95 kw aural—29.9 kw visual; 250 foot antenna on Mt. Wilson; Paramount Television Productions Inc. owned; on air Sept. 1942.

W6XAO (KTSL) Hollywood; Channel 2 (54-60 mc) 2.5 kw aural—4 kw visual; 300 foot antenna on Mt. Lee; Don Lee Broadcasting System owned; on air Dec. 1931.

CPs Granted for TVs

KFI-TV Los Angeles; Channel 9 (186-192 mc) 17.0 kw aural—32.2 kw visual; Earle C. Anthony Inc. owned. Starts commercial operation Aug. 25.

KNBH Hollywood; Channel 4 (66-72 mc) 8 kw aural—15 kw visual; NBC owned.

KECA-TV Hollywood; Channel 7, (174-180 mc) 2.7 kw aural—4.5 kw visual; ABC owned.

KTTV Los Angeles; Channel 11 (198-204 ms) 19.15 kw aural—19.15 kw visual; Times-Mirror Co. owned.

KLAC-TV Hollywood; Channel 13, (210-216 mc) 6 kw aural—16 kw visual; KMTR Radio Corp. owned.

There are three FM stations in the area selling time: KKLA, KMGM and KFI-FM Los Angeles.

KFI-FM

Class A (6 to 10 p.m. weekdays and Sunday)—1 hour, $75; ½ hour, $45; 15 min., $30; 10 min., $24; 5 min., $18; 1 min. or less, $15.

Class B (3 to 6 p.m. weekdays and Sunday)—1 hour, $50; ½ hour, $30.

KKLA

Class A (6 to 10 p.m., weekdays)—1 hour, $80; ¾ hour, $64; ½ hour, $48; 15 min., $32; 5 min. $16; 100 words or 1 minute, live or transcribed, $5; station breaks $2.

Class B (all other time)—1 hour, $60; ¾ hour, $48; ½ hour, $36; 15 min., $24; 5 min., $12; 100 words or 1 minute, live or transcribed, $4; 50 words, live or transcribed, $3.20; station breaks and time signals, $2.

KMGM

Class A (6 to 10 p.m., weekdays and Sunday) 1 hour, $75; ½ hour, $45; 15 min., $30; 5 min., $15; ½ min. station break, $5.

Class B (3 to 6 p.m. weekdays) 1 hour, $50; ½ hour, $30.

Basic Rates

FOLLOWING are the basic (Class A time) one-time hour rates charged by Los Angeles area stations:

KFI, $700; KNX, $650; KECA, $450; KHJ, $450; KMPC, $300; KFWB, $300; KLAC, $206; KXLA, $130; KGER, $125; KFAC, $100; KFOX, $90; KFVD, $80; KRKD, $76.75; KGIL, $75; KWIK, $65; KWKW, $60; KIEV, $60; KAGH $60; KOWL, $60; KGFJ, $40.

Although no specific date for rate increases has been announced, advertisers on KTLA, operated by Paramount Television Productions Inc. have been obtaining contracts for a 26 week period only.

With no clock time, current published rate cards include following total one-time charges: KTLA—Live studio, one hour $400 ($300 time, $100 facilities); ½ hour $280, 15 min. $175, 10 min. $125, five min. $100, one min. $50; film studio, one hour $300, ½ hour $225, 15 min. $150, 10 min $115, five min. $110, one min. $50; time signals (less than one min.) $20 facilities plus $10 time. KTSL—(Including film projection) Class A, one hour $300, 40 min. $240, ½ hour $180, 20 min. $150, 15 min. $120, 10 min, $90, five min. $75; announcements, Class A, one min. $60, ½ min. $45, 20 sec. $35, time signal $35; studio facility rates for live shows based on individual requirements.

Announcing

A NEW TELEVISION SERVICE

for

BROADCASTERS & NETWORKS

★ **TELEVISION**
★ **TRANSCRIPTION**
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COMPLETE Kinescope Recording service in your own Studio by trained technicians with the new Auricon Kinescope Camera. Sound and picture on 16mm film.

For information write . . .

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Photo by "Dick" Whittington

KLAC . . . . . YOUR BEST DOLLAR VALUE AMONG THE 15 INDEPENDENT STATIONS IN THE GREATER LOS ANGELES AREA.

(Hooper index May—June 1948)

KLAC	5.4
Station A	4.6
Station B	5.8
Station C	3.1
Station D	1.9
Station E	0.7
AND remaining NINE stations combined	4.6

* Ask your Adam Young representative for rate card comparisons and see why KLAC is way out in front in dollar value for Southern California coverage.

KLAC

LOS ANGELES

National representative: ADAM J. YOUNG, Jr., Inc.
New York & Chicago